BROADCASTING

Broadcast Advertising

TECHNOLOGY DEPT.

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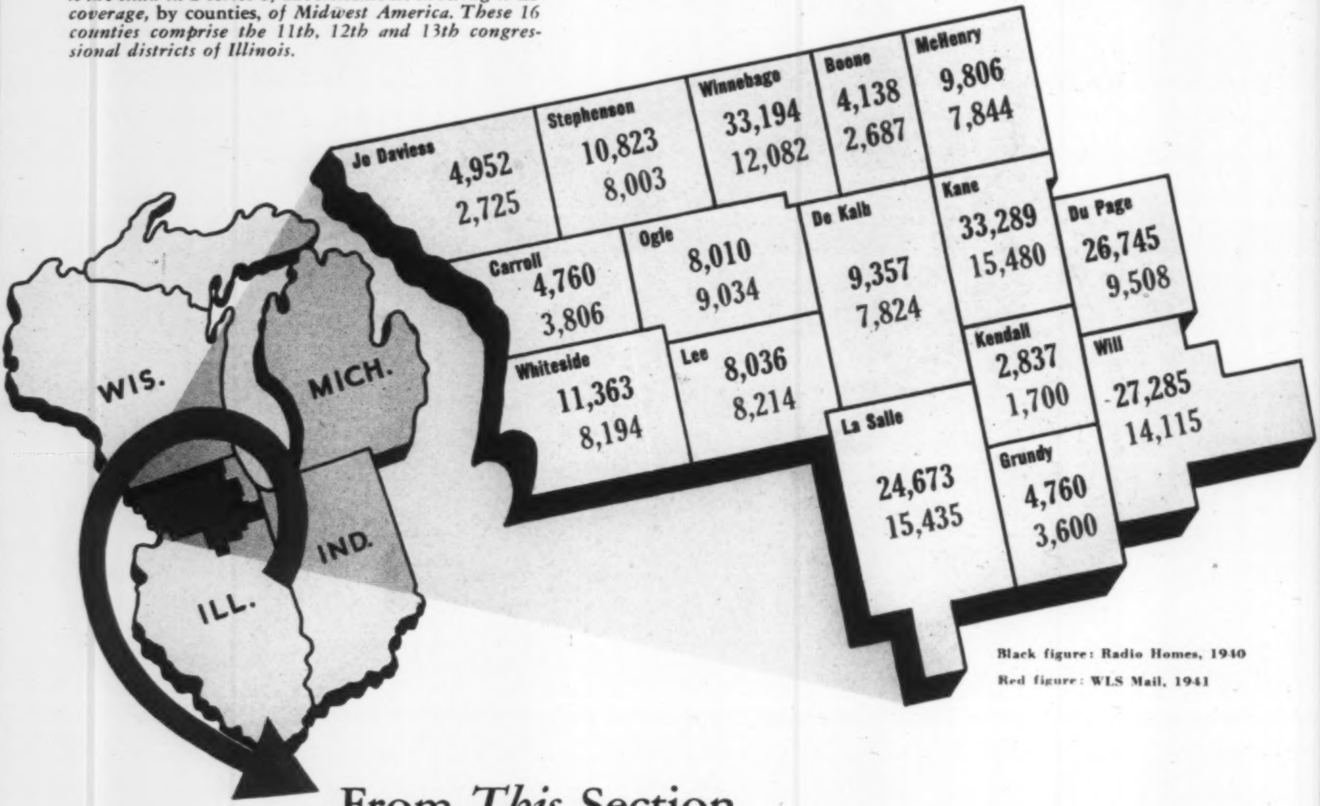
DETROIT

IT'S A SWEET "16"

Who? Why? What? Where? When?

WOR reveals the awful truth on pages 16-17

Intensive Coverage — *of Northern Illinois. This is the sixth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 16 counties comprise the 11th, 12th and 13th congressional districts of Illinois.*


Jo Daviess
4,952
2,725
Stephenson
10,823
8,003
Winnebago
33,194
12,082
Boone
4,138
2,687
McHenry
9,806
7,844
Carroll
4,760
3,806
Ogle
8,010
9,034
De Kalb
9,357
7,824
Kane
33,289
15,480
Du Page
26,745
9,508
Whiteside
11,363
8,194
Lee
8,036
8,214
Kendall
2,837
1,700
Will
27,285
14,115
La Salle
24,673
15,435
Grundy
4,760
3,600
WIS.
MICH.
IND.
ILL.

Black figure: Radio Homes, 1940
Red figure: WLS Mail, 1941

From *This* Section

THREE Out of FIVE Families Wrote Us!

FROM this section of Illinois, WLS last year received 130,251 letters. In these same counties, there are 224,028 radio homes. That's intensive coverage — definite evidence of listening — from 58 of every 100 radio homes, approximately three out of five! This is but one small part of our WLS Major Coverage area; it actually extends over the greater portion of Illinois, Indiana, Wisconsin and Michigan. Through this vast area of Midwest America, people listen . . . and respond . . . to WLS. That's why WLS Gets Results.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

RIGHT
IN THE TARGET AREA,
NOT ONCE - BUT
TWENTY-ONE TIMES

NOT near-misses, but direct hits at the strategic points where you want to explode sales and feel the concussion right in your sales manager's office.

That's the difference between using one bomb—or twenty-one in each attack.

. The Yankee Network puts you on the target every time, for it multiplies sales effectiveness by the number of key markets it brings within range. There are twenty-one in all, covered by twenty-one stations, each with its own local identity, acceptance and neighborly influence to give on-the-spot impact to your campaign.

Tie up with Yankee and tie in with these twenty-one markets that give you the New England population density and concentrated purchasing power you can translate into sales.

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

HE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Sorry, Sir, Mr. Rafflesnaffle is not here...

He's gone to buy up time on station KFAB...

Undoubtedly, you, too, have learned that the farm income in the middlewest is the greatest in history. You presumably are aware that the money in this area circulates like whirling dervishes—from farmer to merchant to doctor to groceryman to wholesaler to farmer ad infinitum.

And, like other wise advertisers, you assuredly know that to reach the farm and small town markets throughout Nebraska and her neighboring states, *you need* KFAB!

Please, sir, do not procrastinate.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE ***KOIL***

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 26 DECEMBER 28, 194

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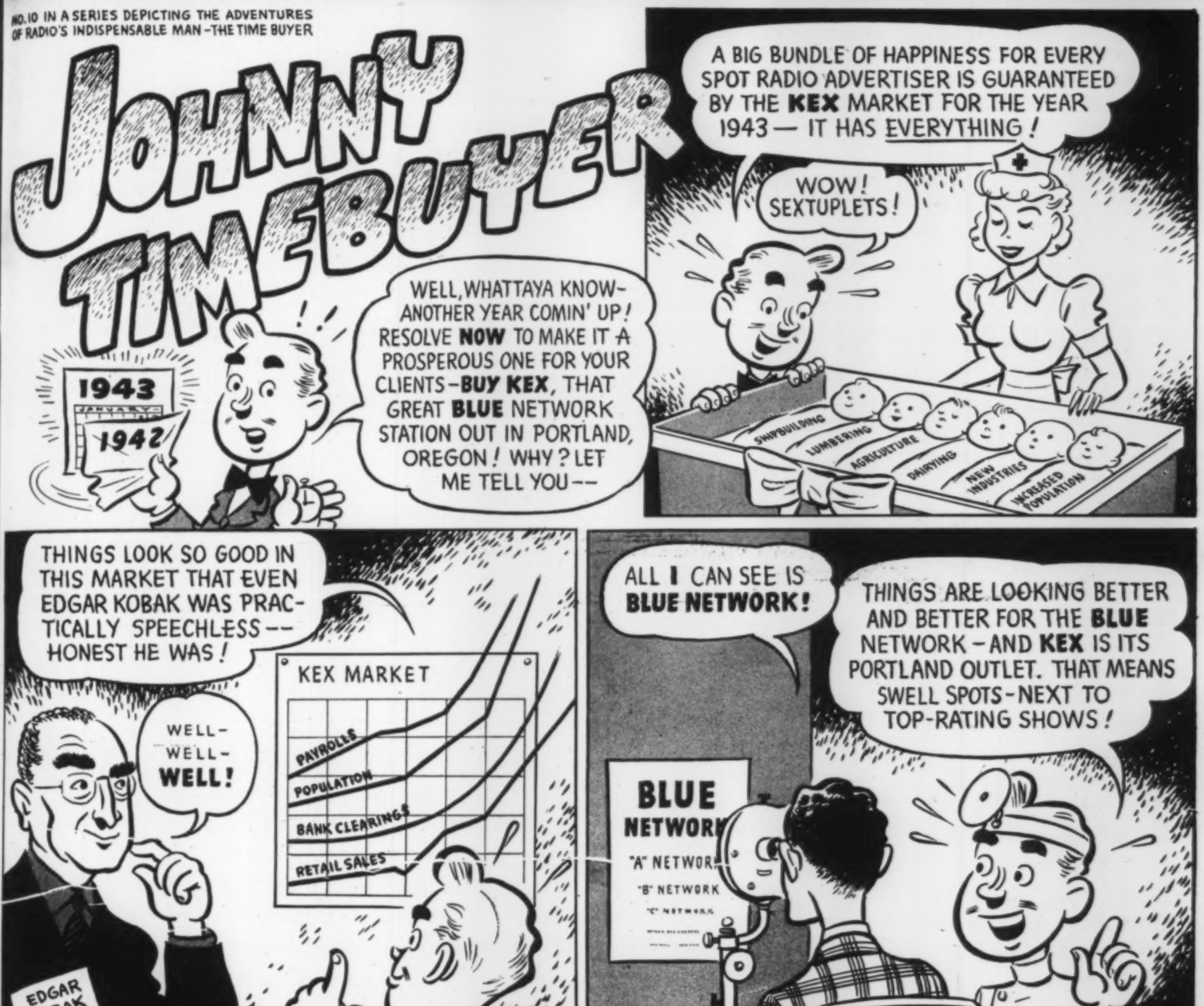
Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

SWEET FIGURES FROM SUGAR . . . AND TAMPA

THEY counted the sugar ration cards in Tampa last week. The total for Hillsborough County was 230,000—with 30,000 in outlying districts and *200,000 in the greater Tampa area!* (The thousands of soldiers in nearby Army camps are not included—they don't use ration cards.) Compare this figure with the 1940 census and you find, in Tampa and its suburbs, an increase in buying prospects of 50,000!

It's a sweet figure—for most of this bonus population is represented by families of well-paid shipyard and other war workers. You can reach the Tampa market—one of the best in the South today—thoroughly with WFLA—the NBC Station in the Tampa trade area.

WFLA TAMPA NBC
JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE


NO. 10 IN A SERIES DEPICTING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN - THE TIME BUYER
JOHNNY TIMEBUYER
1943
JANUARY
1942
WELL, WHATTAYA KNOW- ANOTHER YEAR COMIN' UP! RESOLVE NOW TO MAKE IT A PROSPEROUS ONE FOR YOUR CLIENTS - BUY KEX, THAT GREAT BLUE NETWORK STATION OUT IN PORTLAND, OREGON! WHY? LET ME TELL YOU --
A BIG BUNDLE OF HAPPINESS FOR EVERY SPOT RADIO ADVERTISER IS GUARANTEED BY THE KEX MARKET FOR THE YEAR 1943 — IT HAS EVERYTHING!
WOW! SEXTUPLETS!
SHIPBUILDING
LUMBERING
AGRICULTURE
DAIRYING
NEW INDUSTRIES
INCREASED POPULATION
THINGS LOOK SO GOOD IN THIS MARKET THAT EVEN EDGAR KOBAK WAS PRACTICALLY SPEECHLESS -- HONEST HE WAS!
KEX MARKET
PAYROLLS
POPULATION
BANK CLEARINGS
RETAIL SALES
WELL- WELL- WELL!
EDGAR KOBAK
ALL I CAN SEE IS BLUE NETWORK!
THINGS ARE LOOKING BETTER AND BETTER FOR THE BLUE NETWORK - AND KEX IS ITS PORTLAND OUTLET. THAT MEANS SWELL SPOTS - NEXT TO TOP-RATING SHOWS!
BLUE NETWORK
"A" NETWORK
"B" NETWORK
"C" NETWORK
RADIO ADVERTISER
THE PAUL RAYMER OFFICE IN SAN FRANCISCO IS ALL SET TO TAKE SOME OF THAT CALIFORNIA DOUGH FOR KEX SPOTS — A GREAT MONEY'S WORTH IF THERE EVER WAS ONE!
SAY - THESE KEX SPOTS ARE WORTH THEIR WEIGHT IN GOLD!
DAVID H. SANDEBERG
MAY THE WORLD BE FREE, IN '43!
LET'S WORK TOGETHER DETERMINED TO MAKE THIS NEW YEAR'S RESOLUTION COME TRUE!
KEX
"THE VOICE OF THE OREGON COUNTRY"
PORTLAND, OREGON
REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.
Private Bagley

Blue Prescription...

and we take it ourselves!

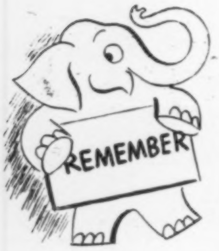
"Keep advertising. Keep 'em remembering." That's been the BLUE Network's wartime prescription for American business.

It's a much needed prescription. Because it prevents loss of memory by customers in these days...when so many products are off the market...and when there's so much going on to make folks forget to buy.

Has rationing or war production left *you* with "nothing to sell"? Then take a tip from several successful BLUE sponsors. Tell the public how to make your product go farther. Tell them what you're doing for Victory. *"Keep 'em remembering"*. . . remembering your name . . . remembering the product you'll want to sell again in post war days.

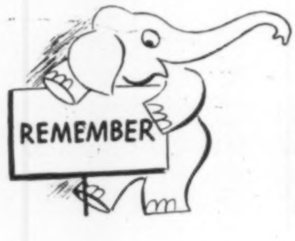
Or, if you still have a product to market . . . then let the BLUE broadcast your sales message. *"Keep 'em remembering"* to buy, now!

That's the BLUE prescription. And we take it ourselves. That's why we're here now, to keep *you* remembering these important facts about the BLUE:—



37
new stations

added to the BLUE in 1942. Total, 146 stations, not counting the extra stations available.



561 counties that count

The BLUE delivers better than 86% coverage of the 561 counties that do 80% of U. S. retail buying.

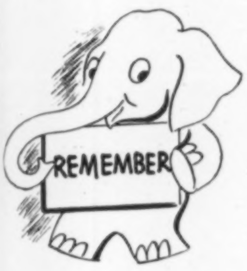
35 new sponsors

That's more than any other network signed in 1942...even without including our special Victory Program sponsors.

Listenership bonus

New programs, plus aggressive audience promotion, have built BLUE listenership far ahead of rates.

KEEP 'EM REMEMBERING
OB



"Teamed sponsorship"

If your product is out for the duration, you can "Keep 'em remembering" 52 weeks a year at 13-week cost.

Most homes per dollar

Truer than ever today. The BLUE can carry your message into *more homes per dollar* than *any* other national medium.

REMEMBER
1943

Ask your Blue representative

to reserve you a copy of the new *Survey of Daytime Listening Habits*. Out soon!

The Blue Network

A Radio Corporation of America Service

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

BURYL LOTTRIDGE

GENERAL MANAGER, WOC, DAVENPORT

1920-21	Journalism and Chemistry, Missouri University
1923-24	Journalism, Okla. Agric. and Mach. College
1925-26	Journalism and Music, University of Oklahoma
1926	Theatrical and Radio Production at The Show Shop, Chicago
1927-28	Announcer and Assistant Manager, KCRC, Enid, Okla.
1929-30	Business Service Manager, KFH, Wichita, Kansas
1930-32	Manager, KFBI, Abilene, Kansas
1933-34	Sales Manager, WMT, Waterloo, Iowa
1934-37	Sales Manager, KFAB, KOIL, KFOR, Lincoln and Omaha, Neb.
1937-38	National Sales Manager, KTUL, Tulsa, Okla.
1939	Salesman, WHO, Des Moines
1939	Manager, WOC, Davenport, Iowa
1942	WOC goes to 5,000 watts

LIFT up your eyes, gents, and take a look at Buryl Lottridge, a rare and unusual radio man—a *program-minded* executive who is also an excellent sales-and-business-man. For many years, Buryl has been proving that *wits* are just as important around a radio station as *watts*. And today, as Manager of WOC, he's got that fact really established in the Tri-Cities!

One thing we often wonder about, here at F&P, is the way some otherwise smart advertisers still try to evaluate radio stations by purely mechanical measures. That, to our minds, is like trying to judge the value of talent by the decibel measure of its voice, or the value of a script writer by the number of pencils he owns. . . . In radio stations as in every other business, it's brains and *management* that count.

Maybe it's vanity to hope that our crusade about the importance of *management* can ever be more effective than the familiar "burp in a whirlwind". But we're going to keep on trying, because we know that good station management is the best success-insurance you advertisers can have—and therefore the best that we can have, too, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373

NEW YORK: *247 Park Ave.* Plaza 5-4131

SAN FRANCISCO: *111 Sutter* Sutter 4353

HOLLYWOOD: *1512 N. Gordon* Gladstone 3949

ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 26 WASHINGTON, D. C., DECEMBER 28, 1942 $5.00 A YEAR—15c A COPY

Wartime Radio Ready for Crucial Year

Medium Destined to Hold Own Despite Baffling Business Dislocations

WHAT's ahead for radio?

That question posed to two score leaders in Government, industry and the craft by BROADCASTING, elicited these significant conclusions:

1. Radio will achieve new heights in national and worldwide usefulness during the war's second year.

2. Baffling business problems face the industry, but as a medium it is destined to hold its own, based on foreseeable economic developments.

3. While civilian needs will become secondary, and people will go without many things, brand name and goodwill advertising will continue as a "must" for post-war merchandising and development.

Grade Labeling Seen

4. Grade labeling of many food products is inevitable, with repercussions on all media.

5. Radio will face an unprecedented selling job to meet the complexities and dislocations of our changed pattern of life.

6. Business already scheduled indicates that the first quarter of 1943 will be as good as, if not better than, the preceding three months in national spot and network. Local business is unpredictable and probably will continue its downward spiral, affecting smaller stations in secondary markets.

7. Adequate maintenance and repair equipment, including tubes, will be available during the ensuing year, despite the curfew on expansion of domestic facilities.

8. The radio audience will be maintained through the provision of sufficient maintenance and repair material to keep at least one set per home in operation.

Unrestrained praise for radio's part in the war effort came from all quarters. Station and network operators, however, viewed this as only a sample of its role in the immediate future. Commitments of Government collaboration to ease radio's wartime load came from such figures as FCC-BWC Chairman James Lawrence Fly, who promised full cooperation of the agencies of Government so vital to radio which he directs.

From William B. Lewis, OWI's radio chief, came a pledge of reduction in quantity and enhancement of quality of Government war programs, now absorbing some 15% of radio's time across the board.

Newspapers and the printed media have white paper rationing in the immediate offing, with prospects of a 25% reduction next March. Radio, for "publication" purposes, must have replacement equipment, particularly tubes.

From Frank H. McIntosh, WPB's radio chief, came word that plans already evolved will assure both the transmitting and receiving ends of broadcasting sufficient parts and replacements to guarantee full-scale operation as far as one can see ahead.

Voluntary censorship has been eminently satisfactory for radio, reports J. Harold Ryan, assistant director of censorship for radio. It has worked so well, in fact, that earlier thoughts of a rigidly-imposed mandatory censorship have been brushed aside. But there is a revision of the code coming up in January to keep it up to date.

From the business standpoint, the concensus was that despite the imponderables and uncertainties of wartime operation, radio, as the most dynamic of the media, stands to fare pretty well. Immediately after Pearl Harbor, the few who hazarded predictions foresaw a downward trend for all media. With one year of war behind it radio's national business has increased some 10%. Local may be down an equal amount, though precise data is not yet available.

More Rationing

In the new year, in addition to grade labeling, which constitutes a threat to brand names, there will be further rationing of many commodities. This will bring into play greater ingenuity in exploitation and advertising in the effort to preserve trademarks and identities for the post-war era. Manpower shortages and transportation restrictions, linked with the distribution and grade labeling problems, will eliminate many well-known commodities from present areas of distribution. These factors also present a challenge to advertisers, their agencies and to media.

The broadcasting story of 1942, on an industry wide basis, seemed to sum up to record-breaking sales but smaller profits because of increased taxes and operating overhead. The year 1943, based on the composite views of industry leaders, is destined to see the industry, from the national business standpoint, hold its own but with a sharp decline in profits because of taxes, manpower problems and other drastic income controls and readjustments.

Networks Confident

While the major networks face the future with uncertainty business-wise, they express confidence in radio's ability to out-perform its first year's public service in the war effort.

William S. Paley, CBS president, said the industry is entitled to feel some pride in having so auspiciously met the first year's test. But he pointed to new tests of "our ability to retain the confidence of the public and the leaders of America" which are bound to arise.

Niles Trammell, NBC president, said that radio has never been faced with so many uncertainties but that despite this, business generally faced the future with confidence. He predicted radio's increasingly important role "as we live through the turmoil of this global conflict" and said all were ready to do their job—networks and locals alike.

Alfred J. McCosker, chairman of the board of MBS, said radio will

Shepard Denies Yankee-Blue Overtures Toward Affiliation

Net Head Says Stations Will Remain with MBS; FCC Considers Sale to General Tire

DECLARING that the Yankee Network is under contract to MBS for two years from last summer, John Shepard 3d, president of the network, last week denied reports of conversations looking toward affiliation of any of that network's stations with the BLUE.

"There have been no conversations by any one in authority in regard to Yankee's affiliation with the BLUE," Mr. Shepard asserted. "Yankee will stay Mutual, with which it has a two-year contract."

Mr. Shepard said the only ones in authority are himself and W. F. O'Neil president of the General Tire & Rubber Co., which has negotiated a contract for acquisition of Yankee for approximately $1,200,000, now awaiting action of the FCC. Applications for the transfer were filed with the FCC on Dec. 16. Additional data, dealing with certain financial and tax aspects of the transaction were submitted last week.

There was no refutation of the report [BROADCASTING, Dec. 21] that Mr. O'Neil had had conversations regarding purchase of the BLUE, which has been for sale for about a year, following its separation from NBC as an operating entity under the parenthood of RCA. Mr. O'Neill, however, according to Mr. Shepard, disclaimed any negotiations looking toward association of the Yankee with the BLUE.

Under the pending arrangement, awaiting FCC approval, Mr. Shepard will remain operating head of Yankee. The transaction, involving $950,000 in cash, is for acquisition of Yankee as an operating entity; of the four standard broadcast stations owned by Yankee (WNAC, Boston; WAAB, Worcester; WEAN, Providence, and WICC, Bridgeport) as well as its two FM

(*Continued on page 52*)

be vastly more important as a morale-building factor. He pointed out that cooperation between Government and broadcasters has reached a new high and that in the months to come this coordination will produce even better and more efficient results.

The BLUE, newest of the networks as an independent operating entity, finished its first year in the black, it was pointed out by Mark Woods, president. He predicted the coming year will see events and decisions that will unalterably change our pattern of life. But while methods of marketing are being affected, "we can feel fairly certain that radio will continue as a national advertising medium".

National Ads Down

A year of war, reported John Benson, president of the American Assn. of Advertising Agencies, reduced national advertising volume 9 or 10% and its manpower by 20%. (Based on available information radio was not so affected, having increased national billings by about 10%.)

He pointed to the "menaces" ahead under increased Government restrictions—price ceilings, grade labeling, and distribution restrictions. But he predicted that Government will do all it can to minimize any resulting embarrassment to business. The effect of war on media will be most adversely felt by the small newspaper and small-town radio station. In these instances the Government may have to help out either by paying for broadcasting and space or making tax allowances.

Changes in programming during 1943 will not be revolutionary, though there will be an even greater war emphasis. Top-flight talent, endangered under Selective Service a few weeks ago, will be affected only slightly, by virtue of the new draft regulations eliminating, under current processes, those 38 or older. While the trend is toward shorter programs, most national accounts, notably network, plan to continue their schedules. Spot advertising appears due for another upsurge, because of its flexibility and ease of handling in connection with the ever-changing distribution picture.

Broadcasts From the Front

News direct from the battlefronts, following the special event format, may make its debut soon. Brig. Gen. Robert L. Denig, Marine Corps public relations chief, points out that his branch may bring a new coverage of Marine activities to the people through radio. Having pioneered bylined Marine Corps campaign correspondents from the Pacific theatre, he predicts this service will be extended through radio.

"Soon it may be possible for you to sit in your own home and listen to a Marine Corps combat commentator tell you about the 'Marines At Work' ", he stated.

That would be the forerunner of an entirely new brand of war reporting by radio.

Also significant of the trend of thinking in future war reporting was the prediction of Lt. Col. E. M. Kirby, chief of the Army's Radio Branch, that "a new dimension to war coverage will come about with the introduction of front line, combat zone reporting, with which we are now experimenting". He said no further announcement of this would be made until after tests in the field satisfy certain technical and military elements which are required.

'Serious Market Problems Ahead'

JOHN BENSON

President, American Assn. of Adv. Agencies

A YEAR of war has reduced the volume of national advertising but nine or ten percent, and its manpower by an estimated twenty percent. It has made some important changes in the kind of copy being run, and has been building some menaces which may materialize during 1943.

Mr. Benson

Due to war there are now arising a number of restrictions of manufacture, transportation and price control, which will adversely affect advertising designed to sell goods, but may build up a greater volume of goodwill advertising to keep trademarks alive in the public mind.

Price Ceilings

There is also a menace to brands and brand avertising arising from the new proposal of OPA to shift from individual price ceilings on civilian goods to a fixed price, based, where grades are bought, on Government grade labeling. Some fear that brands will be displaced by Government standards and pushed off the market. Dire effects are predicted for free enterprise. Others feel that Government grades will not harm branded goods of distinctive value, the former being mediocre in comparison and leaving ample leeway for advertising individual qualities no grading could reflect.

Another handicap is a threatened elimination of cross hauling of nationally distributed goods which is clearly a waste of traffic, and may have to be curtailed because of the shortage of railroad equipment and a much increased traffic load. Marketing zones would be set up for local distribution. To the extent that branded goods are affected, this would be a menace to advertising.

A third menace lies in the concentration of civilian production in so-called nucleus plants, regionally dispersed, to save raw materials, manpower, plant and transportation. This would convert all other plants to war production or close them down. Victory models would be made, which could not be branded, being stripped of all frills, gadgets and other distinguishing marks. Brands could be kept alive in the public mind by goodwill advertising.

How far these menaces will be realized, only time can tell. Government, I believe, will do all it can to minimize any resulting embarrassment to business.

From the standpoint of public relations, advertising copy is becoming more useful to consumers by being more informative. As the war progresses consumers will find it more and more difficult to supply their needs and make ends meet. This will give advertising an unprecedented opportunity to make a favorable niche for itself by telling people what to buy, how to get most use of it, and prolong its life. It seems probable that this new appeal will carry over into the post-war period and immeasurably raise advertising in public esteem.

In the meantime, advertising is being put to a vital test of its power to help win the war, in establishing and working through the Advertising Council. This mobilizes all the factors which are used to make public opinion under the unified control of a single Board, whose staff is in constant touch with the various Government departments engaged in war effort, ascertains their advertising needs and meets them through an army of two thousand volunteers.

Reaching the Millions

In this effort radio is making a splendid contribution in reaching tens of millions with war messages from the Government and appeals to cooperate. This will go down in the history of the war as one of the monuments to patriotic endeavor.

The effect of war on media will be most adversely felt by the small newspaper and the small town radio station. Both are losing local business and not participating freely in the national flow. The Government may have to help out the latter by either paying for broadcasting war measures or making a tax allowance.

As to the post-war future of advertising, only a shrewd guess can be made, but it seems favorable, based on facts and trends now active and measurable, such as: (a) a huge accumulation of consumer wants deferred by war; (b) a great reservoir of purchasing power released after the war by billions of war bonds; (c) enormously expanded productive capacity, both in plant and skilled labor; (d) the inventive genius of American industry highly stimulated by war, making available many new and better goods; (e) a broader and more liberal policy of business towards both labor and consumer, making for mass prosperity and industrial peace.

Those who fear elimination of free enterprise in this country do not reckon with the natural bent of the American people, who have an inbred desire to run their own business and make their own way in life. Every bootblack dreams of some day having a shoe shine parlor of his own. No politician can break that down. But it will prevail only to the extent that it serves the consuming public and furnishes mass security, with jobs for all.

Advertising is the hand maiden of free enterprise, and will thrive with it. As long as people have a free choice of goods, advertising will help to make it, provided, of course, that it really enables them to buy intelligently what they need or want.

'Radio's Chance to Serve'

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

FOR THE next year at least, it must be expected that broadcasting will operate under wartime conditions. The shortages in materials and manpower will be accentuated, and I would like to caution all broadcasters to do more than their part in our conservation program. Broadcasting is the most effective means of mass communication we have. And it has made an outstanding record of wartime public service.

Mr. Fly

It is essential for the highest civilian and military morale that radio continue in a vigorous state, especially as our military operations expand and the grimness of war becomes intensified. Our people must be able to turn to their radios for accurate news, stimulating discussion, and spiritual encouragement. The continued fulfillment of that public responsibility by the broadcasters will furnish its own reward.

This will not be his only reward, however. After the war the many technical improvements in radio developed in the war laboratories will become available to the industry and through it to the people. And I can say with confidence that as a result of these and other promised technological advances, broadcasting will increase in social significance, entertainment and educational value and, not to be overlooked, dollar volume.

Television and frequency modulation broadcasting seems assured of a great development. An increased mobility of listeners through new sizes and types of receivers, promises a substantial alleviation in the summertime drop in audience (and consequently in sponsors). Radio-broadcasting will certainly have the opportunity to render an even greater and more valuable service. Planning for the post-war period to ensure the maximum benefit from the promised development is definitely in order, and the Commission is prepared to join with the industry to that end.

For the duration, our efforts must, however, be primarily directed toward sustaining the really vital broadcasting service we have. The Commission has endeavored to alleviate the burdens of wartime operation in every appropriate way. It will continue to do so.

XUM

'A Great National Asset'

WILLIAM S. PALEY

President, Columbia Broadcasting System

NO NATION on earth is so blessed with radio broadcasting facilities and know-how as the United States. A system of private licensing and business competition has enriched the nation during 20 years of operations to the extent of 930-odd local stations, four continent-spanning networks, a manpower pool of thousands of trained radio administrators, technicians, writers, directors, newsgatherers, performers and other skilled persons.

Mr. Paley

Taken together, the men, equipment and experience of American radio constitutes, now that we are at war, a great national asset. It is gratifying that the American people as a whole and responsible Government officials in general seem to appreciate this fact. We are entitled to feel some pride in having so auspiciously met the test of the first year of war, but of course we must beware of complacency in ourselves as broadcasters. New tests of our ability to retain the confidence of the public and the leaders of America will constantly arise.

Days of Confusion

Looking back to December, 1941, we recall that broadcasters found themselves, as did everybody else who attempted to deal with the subject of morale, somewhat confused and uncertain as to procedures. Undoubtedly some broadcasters were over-cautious as others were over-melodramatic in the first weeks and months after Pearl Harbor. Add to this the work habits that were acquired — and necessary — during the period of non-belligerency and which had to be revised, a process that was not easy.

But after a short trial and error period the experience and judgment of the industry quickly mobilized effective ideas, techniques and programs. Let us not forget that what the radio industry does and is able to do in war is directly related to what it learned and the names and methods it perfected in peacetime.

For example, the sound peacetime policies of the industry with regard to a calm and reasoned presentation of information were obviously precisely what good morale demanded in wartime. Honesty and sincerity will always remain essential qualities of successful broadcasts. War does not alter but rather emphasizes the maxims by which American broadcasters have conducted their businesses.

CBS has not only assigned and dedicated its program department to all-out participation in the war and collaboration with the Government, but since Pearl Harbor CBS has strengthened its program department under Douglas Coulter and Davidson Taylor, director and assistant director respectively, with new resources of men and money and time. We have created, in addition to our regular corps of experienced directors, a task force of "name" producers with executive authority. These include Norman Corwin, Earl McGill, William N. Robson, William Spier, Robert Shayon, C. L. Renier.

War Features

I shall not crowd this limited space with a catalog of CBS war programs. Suffice that there is both an immediate, a help-win-the-war, objective to our program planning and a long-view, a help-win-the-peace, purpose. Far-sighted men increasingly are and must be concerned with the latter and broadcasting as such almost certainly will be expected to perform much of the educational work needed to prepare the American public for the world whose contours we begin to sense.

One step in that direction is a better understanding of the other peoples in the world, especially those with whom we expect to work closely together in the future. Toward that end Norman Corwin accompanied by the American radio actor Joseph Julian was sent to England by CBS to write and produce a series called "An American in England".

This salute to our gallant ally was but one of several contributions to unity among the United Nations democracies. For example, Columbia's *Calling Pan America* reaches out each week to various capitals of our sister republics on this side of the Atlantic.

We at Columbia are fortunate as to future-mindedness due to the existence here at 485 Madison Ave. of what we call "Department X". We have said almost nothing publicly about this activity, and I doubt if many in the trade know about it. Department X devotes all its time to studying the war aims, post-war planning, the probable nature of the problems that we shall have to solve. Department X has already given us enough challenging data to make us definitely forward-looking.

The staff of Columbia faces the future with a vivid sense of the difficulties ahead, but still buoyed by a conviction that the American radio industry will rise to its future opportunities as it has to those of the past.

Dan Dunn Series Ready

KASPER-GORDON Inc., Boston, is sending presentations to advertising agencies and stations on the transcribed juvenile series, *Dan Dunn, Secret Operative 48*, based on the newspaper cartoon strip. Seventy-eight quarter-hour episodes are ready. Scripts are written by Maurice Zimm, CBS script contest winner. Lou Marcelle who formerly did Fu Manchu, plays the title role, with Lucille Meredith as Kay Fields, Dan's girl friend. Heard as Irwin, Dunn's assistant, is Myron Gary, while Jerry Mohr, formerly on *Big Town, Calling All Cars* and other shows, plays the villian. Cast also includes Hans Conreid, and David Starling.

'Ingenuity Will Solve Problems'

NILES TRAMMELL

President, National Broadcasting Co.

AS 1943 approaches, there is only one certainty—that never before in our history have we faced so many uncertainties. With this paradox in mind, how can any of us venture to forecast the uncharted year which lies ahead? The pattern of our national life changes daily; an unfamiliar economy swiftly is taking the place of the one we know so well. It could hardly be otherwise in view of the state of world affairs.

Mr. Trammell

Nevertheless, business faces the future with confidence. American ingenuity should surmount the domestic problems of production, of distribution, of finance and of trade, while our vast resources and industrial might are bringing us victory abroad.

The necessity of speedily marshalling our resources and manpower has given radio an opportunity and an obligation. The industry has taken the one and accepted the other. But however substantial our contribution may have been, we, like the nation, are at the beginning of our task. The triumph of our armed forces is indissolubly linked with and dependent on the job we do at home. And radio will play an increasingly important role as we live through the turmoil of this global conflict. We are ready to do our job—networks and local stations alike.

Yet, to perform this task, we must not lose sight of practical considerations in the service of Government, of the public and of industry. Cooperation is the keynote; it is the means by which at one and the same time each individual, each business enterprise may best express itself and at the same time serve the general welfare. The American system of broadcasting which guarantees a free radio will, in 1943 and in the years to follow, continue to be a growing force for the instruction, the cultural development, and the enlightenment of our people.

'No Esso Time Curtailment'

J. A. MILLER

Manager, Advertising-Sales Promotion Dept., Esso Marketers

THERE isn't much point in dwelling on what a year of war has done to the petroleum business. The details are familiar to all because in one way or another, petroleum problems have touched each of us.

Mr. Miller

Faced with rationing of gasoline and fuel oil, and the need to conserve cars and tires, Esso Marketers radio program, *The Esso Reporter*, has devoted all of its commercial time to a three-pronged job:

1. Winning the War—Under this classification *The Esso Reporter* has recruited for the Army and Navy; sold War Bonds; collected scrap metal and salvage rubber; helped the Navy Department gather binoculars, radio telephones and model planes; supported Red Cross, USO and Community Fund drives; and stressed the need for gasoline, fuel oil, rubber and car conservation.

2. Public Service—In this category *The Esso Reporter* stressed the "how" of conservation—how to conserve gasoline, how to save tires, how to cut down fuel oil consumption, how to make cars last for the duration. As a necessary corollary, *The Esso Reporter* hammered home the message that "Oil is Ammunition—Use it Wisely" by telling of the vital work that gasoline, motor oil, and special lubricants are doing to keep our planes, tanks and ships in action.

These two classifications—Winning the War and Public Service—took approximately 70% of *The Esso Reporter's* 46,000 separate live broadcasts in 1942.

3. Product Sale—It has been estimated that 20,000,000 cars are essential to the wartime economy of this country. If these essential cars are to be kept rolling, Esso Marketers must have a dealer organization to service them. *The Esso Reporter* has helped keep our dealer organization together by selling the products and services not rationed or eliminated—motor oil, chassis lubrication, batteries, accessories, etc.

Esso Marketers do not plan any curtailment of radio advertising in 1943. Bringing up-to-the-minute news to Americans four times a day is in itself a public service, doubly so in wartime. And the jobs the commercials on *The Reporter* are essaying, will take more, not less, doing until the war is won.

When victory comes, unquestionably we will use *The Esso Reporter* to tell listeners of the miracles of invention and development that are taking place in the Esso Research Laboratories. Now, and for some time past, 100% of the work done in Esso Laboratories has been directly connected with the war effort. Most of the products and methods developed there are military secrets. But after the war, these products will usher in a new era of petroleum in its relation to the lives, habits and happiness of the people of this country. All of us here hope, and so work, that the day of victory will come soon.

'Pattern of Life to Be Changed'

MARK WOODS

President, BLUE Network

THE COMING year will see events and decisions that will unalterably change our pattern of life. The customs of our people and people all over the world, in the field of social endeavor and philosophy, and in business and industry are even now changing rapidly as a result of a world at war.

Mr. Woods

Today our life is radically different from that of only a year ago. Tomorrow it will be changed still more. Naturally, for all of us war predictions are impossible. But, no matter how long before the successful conclusion of the war, we all will be affected throughout our lives by war results, and the decisions causing these results during 1943.

For us in broadcasting the coming year will be particularly significant. Radio as we know it was born in World War I. It will reach seasoned maturity in the present war. The men and women of the BLUE Network sense this particularly. Our entire independent corporate existence has been in a nation at war.

Products Curtailed

Broadcasting is instantaneous, and consequently it is affected immediately by almost every change in our lives, Already many consumer products have been curtailed, as a war result. This is reflected in broadcasting. Our program patterns are changing. I have no doubt they will change still more, as new ways are discovered by which American broadcasting can aid in the war effort.

While methods of marketing are and will be affected by the war, we can be fairly certain that radio will continue as a national advertising medium. The rise in the standard of living has resulted in a large increase in consumer demands and manufacturers are taking advantage of the ability of radio not only to sell, but to build good will.

Speed is the keynote of this new world, the outlines of which we can barely see. The airplane, after hostilities cease, will be used to reach new markets, hitherto either inaccessible or impossible to cover because of the time factor. National (possibly international) advertising will benefit in general and radio in particular if only because it is demonstrating its ability to function with unusual speed.

In this future we expect the BLUE to play an important role. If speed is the watchword of the new world, then flexibility is an invaluable asset in business and the BLUE in 1942, its first year as an independent organization, has demonstrated time and time again its ability to find new ways of meeting new situations. To this flexibility, in part, we owe the fact that the BLUE has finished its first year in the black, a record that was unexpected by the industry.

Many New Accounts

The BLUE in 1942 garnered 24 new accounts on the national network in addition to 10 on the Pacific Coast, and added 36 new stations to the network, making a total of 146. The average number of stations used by commercial sponsors has risen from 70 in February to 91 in December, a development which can be traced to several pioneering methods of operation: the adoption of the 2% cash discount, the daytime package rate under which advertisers can buy time as they buy space in national magazines, and a special discount structure. With Ford and Coca Cola, the BLUE signed two of the biggest contracts in network history and has been responsible for the development of the "strip" show aired from four to seven nights weekly by Socony-Vacuum Oil, Pall Mall cigarettes and Metro-Goldwyn-Mayer in addition to Ford and Coca Cola.

This is a good record for a first year, but for the BLUE there is no end to pioneering. The constantly changing conditions and situations of tomorrow will find the BLUE ready to do all possible to maintain and abet what we have learned to call "The American Way of Life".

LEO BURNETT

President, Leo Burnett Co.

NEVER before have we been so impressed with the vitality of medium of radio and its function in the dual responsibility of any advertiser today. 1. Winning the war. 2. Protecting his own identity and good will as an insurance for postwar marketing volume. Radio is a particularly friendly medium which lends itself ideally to the psychology of the times. With the pressure of selling goods removed, it enables advertisers to protect their personalities and ideals in a particularly warm and telling manner.

'Industry in Healthy Condition'

NEVILLE MILLER

President, National Association of Broadcasters

ONE OF the most significant developments during the past year has been the establishment of the Government policy for the operation of radio during wartime that stations operated by experienced broadcasters have and will do a much better job for the war program than if operated in any other way.

Mr. Miller

This policy, which now is firmly established, was well stated by Archibald MacLeish at the NAB convention last May in Cleveland, when he said that to do the job which was needed to be done the Government needed the ability and experience of the broadcaster as well as his microphone. The voluntary aspect of the new OWI plan, and the voluntary code of censorship are two examples of this wise governmental policy.

We all remember the rumors which circulated prior to the war prophesying government ownership, censorship by Army officers, Army regulation, the Government taking of time for propaganda purposes, etc. It is well for the nation and for radio that there was no foundation for such plans and that no such plans materialized.

Radio ends the year 1942 in a very healthy condition. I have just returned from an eight weeks' trip, covering ten thousand miles, during the course of which I attended eighteen District meetings in various parts of the country and talked with broadcasters representing all types of stations variously affected by the war.

Representatives of Government departments and agencies also attended these meetings, and at each there was a general discussion of war problems and the effect of the war on radio.

Stations have cooperated splendidly with every government department and agency in every campaign, and war activity, and there is universal appreciation of the constructive contribution which broadcasters have made to the war program. The new OWI plan has been enthusiastically received and it is believed that this will enable even more effective work to be done in the future.

Effective steps have been taken to insure maximum use of all material and equipment, and although the material problem will remain acute for the duration, it is believed that due to the work of the WPB, the BWC and the FCC that an adequate supply will be available, especially in view of the comparatively small amount of material needed to insure the continuation of the extremely valuable and effective work of radio.

For the overwhelming majority of stations business for the year 1942 has shown an increase over the previous year. Migratory labor naturally turns to radio for news and relaxation; dim out regulations, and rationing of various kinds all tend to increase listening, and, comparatively speaking, radio has weathered the present effects of the war better than anv competing media.

The ban of the AFM has not yet affected business. A supply of new music by way of transcriptions and records is still available.

ALFRED J. McCOSKER

President, WOR, New York; Chairman of Board, MBS

1943 will be a great challenge to radio in many ways. Many more of our boys will be going overseas, more of our troops will be engaged in decisive battles. Anxious families will turn to radio, more than ever, for news and last minute information as well as for entertainment and relaxation. The radio industry will be vastly more important as a morale-building force.

Mr. McCosker

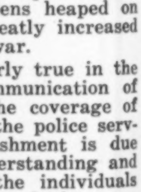
When the war started a new era began for radio. We had never been through war before, yet the nation's networks and stations, realizing that broadcasting was destined to become one of the major forces of this great conflict sprang to the aid of our country. Many of the difficulties that first presented themselves have been eliminated. Cooperation between Government agencies and broadcasters has reached a new high; in the months to come this coordination will produce even better and more efficient results.

1943 will see great strides in all fields of our industry, from programming and news through to conservation and development of technical equipment. Radio knows the direction in which it is going, and will work with all its energies and resources to help bring about victory!

FRANK H. McINTOSH

Chief, Domestic Broadcasting Branch, WPB Radio & Radar Division

MILITARY demands have diverted facilities of production normally used for all radio communication purposes during peacetime. Yet the broadcasters and operators of police radio equipment, in fact, all the phases and services in radio, have done an impressive job of maintaining their important and essential functions. At the same time, they have provided a satisfactory operating condition in spite of the fact that the burdens heaped on them have been greatly increased as a result of the war.



Mr. McIntosh

This is particularly true in the field of radio communication of messages and in the coverage of extended areas by the police services. This accomplishment is due entirely to the understanding and direct efforts of the individuals operating stations and those requiring radio services.

The program for next year will continue the curfew on the expansion of domestic radio facilities, but the essential needs for maintenance and repair will be supplied through programs approved by the overall agencies planning the war effort, and it may be encouraging to know that the facilities now con-

(*Continued on page 28*)

Like Scrapple . .

KYW is Philadelphia's Dish!

> Scrapple, a mixture of ground pork, corn meal and seasoning—boiled, cooled, then sliced and fried—is Philadelphia's own favorite dish, because it's *good!*

Nearly half of this 50,000 watt station's non-network time—43% to be exact—is bought by Philadelphians.

These advertisers, many of them retailers, are on the scene, in the finest of all positions to judge the effectiveness of Philadelphia radio. They can appreciate how successfully any given station is giving Philadelphia listeners exactly the service and the programs that they want. And they have found, in KYW's strength, directed coverage to the Philadelphia trading area—the nation's 3d market. They use it not only as one of the nation's great stations, but also as an overwhelmingly successful local influence.

When you seek advertising action in this territory, remember that KYW is Philadelphia's dish—and join the feast.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

OPA Plan May Revive Direct Sales

Industry Could Sell Now for Delivery After the War

REVIVAL of serious competition in the automotive and housing equipment and supply fields, auguring for reinstatement of direct selling campaigns, may develop from an ambitious plan of the Office of Price Administration for immediate consumer purchases in these fields, with delivery after the war.

While no details are immediately available, it was stated authoritatively last week that OPA shortly will announce the plan, designed to syphon off excess purchasing power, relieve the plight of retail business firms and build up a backlog of orders in factories now 100% engaged in war manufacture.

Closes Inflation Gap

Automobiles, refrigerators, automatic furnaces, pianos, vacuum cleaners and associated equipment presumably would be encompassed in the elaborate project. It was estimated at OPA that the program would absorb some six billion dollars in excess purchasing power. Many business firms doomed to failure because of depleted inventories, freezing of materials and unavailability of merchandise thereby would be revived, it is contended.

Such a plan, observers commented, also would supply a much-needed hypodermic for the advertising media, particularly in the local fields. Nationally, brand name advertisers who have little or no merchandise to sell would be enabled to switch from purely institutional or prestige themes to direct sales copy. It is generally felt that the plan, if properly evolved and exploited, could become the much-needed stimulus for practically all retail trade.

Merchandising experts describe the plan as "installment buying in reverse". Such a project was proposed by Henry J. Kaiser, West Coast shipbuilder, before a recent convention of the National Assn. of Manufacturers.

Get Certificates

Under one plan, in the rough, consumers would "purchase" any of the items in precisely the way they buy normally. They would receive a certificate of purchase, instead of the merchandise. Payment then would be made either in cash or on the installment plan.

A second project contemplates purchase of certificates good for any of the commodities and entitling the holders to priorities on post-war deliveries. These certificates, it was stated in one quarter, would be worth 10% more than their face value.

The overall plan was developed by Rolf Nugent, director of OPA's Credit Policy Office, who was authorized several months ago by OPA Director Leon Henderson to study the whole subject. Mr. Nugent formerly was with the Russell Sage Foundation.

It was thought in some quarters that enforcement of the plan would require enabling legislation at the next session of Congress. While there may be sufficient authority under war powers to carry the plan up to the end of the war, it was definitely stated that legislation would be required to project it beyond that time, since all war powers terminate with the conclusion of hostilities.

Whether the final plan will be the general certificate project, to be used for purchase of any of the specified items, or whether each certificate will be "earmarked" for a given commodity by a particular manufacturer, apparently is undetermined. Mr. Nugent was away from Washington over the holidays and precise information was not available.

Under the general certificate plan, deliveries of desired items would be made according to date of the certificate. Purchasers later would be permitted to select their own brand and make. The overall proposal is contained in a preliminary document of some 100 pages which shortly will be made public by OPA.

Beats Inflation

The plan is regarded as a sort of sequel to the war bond drive, in that it would drain off excess purchasing power and make it available to the Treasury. In that fashion, it would be a hedge against inflation, it was pointed out. Moreover, dealers would be enabled to preserve at least a portion of their sales forces and industry generally in these fields would gather a backlog of orders with which to start work when war production ceases.

The dealer would get 6% commission and the finance company either 1% or a flat fee of seven cents per collection. The money would be deposited with the United States Treasury, which would pay manufacturers when the goods were delivered after the war.

Latest available figures, covering 1941, show that gross billings of automotive advertisers on the major networks amounted to $3,120,000, or approximately 3% of the total of $107,000,000 in gross billings. Housing equipment and supplies, encompassing refrigerators, heating plants, vacuum cleaners and the like, amounted to approximately $2,000,000, or 1.9% of the total. While no figures yet are available for 1942, the trend of network business indicates some decline in each of these commodity fields, which obviously would be due for sharp revival with the introduction of the post-war delivery plan.

Likely to receive greatest impetus from such a widespread project, however, would be retailers, who in turn would have a new incentive for local promotion and exploitation. Some 100-odd smaller stations, now in the red, probably would receive some measure of relief through added income by virtue of this innovation.

BALTIMORE'S FATHER AND SON

WCAO's Milbournes Lead Pioneer Station to 5,000-Watt Operation

WCAO's Father-Son Combination

THE SUCCESS story of the "father and son" combination that has directed the destinies of WCAO, Baltimore pioneer station, was brought into focus with the start of 5,000-watt operation of the station in mid-December.

Since 1931, when WCAO was reorganized, affairs of the station have been directed by Lewis M. Milbourne, first treasurer and then president of the company, and his son, L. Waters Milbourne, initially assistant treasurer and then general manager. Business volume on the station has been trebled since the Milbournes assumed its operation.

Maryland's oldest station, WCAO was established in 1922. It was one of the first outlets of CBS, joining that network in 1927, its first full year of operation.

The station has operated on the desirable 600 kc. channel practically from the start, having thrice increased its power to the present 5,000-watt level, using a directional antenna. Latest Westinghouse transmitter and phasing equipment has been installed. Appreciable increase in coverage is claimed for the improvements.

The elder Milbourne became treasurer of WCAO in April, 1931, when it was reorganized following the death of its former directing head. Subsequently, he was elected president. His son became assistant treasurer in 1931, serving in that capacity until 1938, when he became general manager.

New Carter Tests

CARTER PRODUCTS, New York, recently reported to be testing five-minute programs in comparison to its usual one-minute announcements for Little Liver Pills [BROADCASTING, Dec. 21], is planning a similar experiment for Arrid. A transcription of *Jimmie Fidler From Hollywood*, BLUE series aired in behalf of Arrid Sunday, 9:30-9:45 p.m., will be heard on WOR, New York, Tuesday, 10:30-10:45 a.m., starting Jan. 5, and on WNAC, Boston. Contracts for 52 weeks were handled through Small & Seiffer, New York. The recordings will supplement the regular schedule of spot announcements for Arrid, aired on approximately 150 stations throughout the country.

Grid Game on MBS

CARRIER wave of KFRC, San Francisco, lit the bonfires for a mammoth football rally held Dec. 22 as the forerunner of the annual all-star East-West game in San Francisco on New Year's Day. The game is one of the major charity events of the Shrine, which this year, in addition to devoting proceeds to the Shrine Hospital for Crippled Children, will divide the gate among various war agencies. KFRC broadcast the rally with Art Linkletter as m.c. KFRC will originate the East-West game for the entire Mutual Network on New Year's Day, with Ernie Smith calling the plays.

Russell Law

RUSSELL LAW, 60, chairman of the executive committee of Albert Frank-Guenther Law Inc., New York, died Tuesday, Dec. 22, in New York, after a short illness. He leaves a widow, and a sister. After three years with the *Wall Street Journal*, Mr. Law organized his own advertising agency in 1914, and in 1919 amalgamated with Ralph Guenther under the name Rudolph Guenther-Russell Law Inc. Present agency resulted from a merger with Albert Frank & Co.

Advertising Holds Its Ethical Level

Special Wartime Drive Not Contemplated By the FTC

By PGAD B. MOREHOUSE

FOLLOWING RECENT complaints by the Federal Trade Commission against major cigarette manufacturers and against well-known headache remedy firms, BROADCASTING *asked the Commission for a restatement of its policies. In a letter to Chairman William S. Ayres, inquiry was made whether the FTC had launched any sort of a drive against possible wartime offenses in advertising. The inquiry was forwarded to PGad B. Morehouse, director of the Radio & Periodical Division. This is his answer.*

FTC Commissioner Robert E. Freer in his address before the Advertising Club of New York on March 14, 1940, stated that the Federal Trade Commission was neither attempting nor contemplating any attempt to discredit advertising, nor to restrict advertising copy to such an extent that it would not longer be able to "sell". He concluded his address as follows:

Mr. Morehouse

"In conclusion, I want to say that national advertising generally has improved greatly, from the standpoint of ethical responsibility and self restraint. Of course, there are exceptions, as may be attested by Commission stipulations and orders. But your standards of what constitute the *best* in advertising have been raised, just as the applicable *minimum* requirements of the law have been raised by Congress in passing the Wheeler-Lea Act, and, in enforcement work, by the Commission and the courts.

"Happily, there exists today a spread between those *minimum* requirements of law and your own self-imposed standards. I have no doubt that both of them will be raised in the future as they have been in the past, and I hope that this spread will not only remain, but widen, so that your own voluntary standards of what is *best* in advertising will be elevated at an even more rapid rate than are the *minimum* requirements of the law".

Same Attitude

My observation of official corrective action instituted and taken by the Commission, including the issuance of certain complaints in the tobacco and medicinal fields since the outbreak of the war, fails to indicate to me any change whatsoever in the above expressed attitude.

That the Commission never proceeds except after a careful investigation into the facts and law of the case has been demonstrated by the extremely low percentage of court affirmances of its decisions on appeal therefrom. In all of the cases referred to, the investigations were initiated prior to the present emergency, and the complaints represent the fruits thereof. Whether the complaints will be sustained upon the facts and law in whole or in part, remains to be seen after all of the evidence, pro and con, is received and considered by the Commission and the courts in their regular and ordinary procedure, neither of which have been, nor should be suspended so long as there is still time for free, fair and judicial procedure in this land.

Not only competitors but the public are still entitled to the protection afforded by the proper enforcement of the laws administered by the FTC. The necessity therefor, and the benefits to be derived therefrom, have not ceased by reason of the emergency.

I can think of no governmental agency which accomplishes more for the benefit of the consuming public, as well as for the ethical businessman, with a comparable minimum of staff and funds. For instance, in the Radio & Periodical Division we average a survey of 5,000 pages of radio commercial script each working day in addition to our very complete coverage of all principal periodical advertising, with from six to ten readers who have an average salary of $2,000! About 85% of such advertising cases as are deemed to warrant corrective stipulations on the part of the advertiser and his agency to discontinue the unfair and deceptive claims, with no expense whatever for litigation. These facts speak for themselves.

A Lot of Progress

I have seen no tendency on the part of advertisers, generally speaking, to lower ethical standards because of wartime conditions. On the contrary, an extensive and splendid accomplishment in the furtherance of the war effort is manifest to anyone who scans national advertising. There always has been, and perhaps always will be, a large and ever changing group of unethical advertisers whose copy must be modulated if not curbed, if the consumer and ethical advertiser are to have any protection against them. False advertising is obnoxious both to consumers and to ethical advertisers.

We have come a long way in advertising standards since the organization of the FTC in 1915, in a large part through cooperation with the Commission on the part of those who sincerely desired truth in advertising and who continually have strained to raise the standards of all business conduct. It is a distinct social gain very evident by comparison of most advertising then with now.

War Activities

The era of "caveat emptor" and the "horse-trading" attitude in business designed never to give a "sucker a break" is well behind us. I doubt that any responsible advertising agency or advertiser would like to return to that era, even for the duration.

Yet, to paraphrase a thought from an editorial in *American State* (January, 1940) which in my judgment is as apropos to the advertising situation now as it then was:

"Oddly enough, against all tradition that surrounds the habits of governmental commissions, it (the FTC) has worked tirelessly toward the end that some day, by the simple showing of a conscience completely free from taint, business would demonstrate the needlessness of eternal official vigil over its conduct. Yet thus far, as the record of 1939 (1942) is closed, there is much evidence to indicate that the era of self-discipline is still in distant prospect, that FTC's work must not cease."

DESPITE APPEARANCES, contract renewal and not pastry, was subject of prime concern to these executives. Luncheon was to celebrate renewal signing of the twice-daily quarter-hour Alka Seltzer *Newspaper of the Air*, on 33 Don Lee Pacific stations. Contract is for 52 weeks, effective Feb. 1. Program on that date, starts its seventh year. Contract signers are (l to r) Lewis Allen Weiss, vice president-general manager of Don Lee Broadcasting System; P. O. Narveson, president of Associated Adv. Agency, Los Angeles, servicing the account; Frank G. Clancy, vice-president of Miles California Co., firm sponsoring the series; Sydney Gaynor and Marion Harris, net sales manager and account executive.

The Commission is directly devoting much of its present activity to the war effort. Its wartime activities as described in its recent *Monthly Summary* have been as follows:

"Through its legal, investigative, accounting, statistical and other services, the Commission continued to conduct wartime studies and investigations for various Government agencies, including the Office of Economic Stabilization, the War Production Board and the Office of Price Administration.

"Late in October the director of the Office of Economic Stabilization asked the Commission to undertake a survey of the bread and flour industry. The request was complied with immediately and the investigation is under way.

"Nearing completion was the inquiry conducted for the War Production Board to determine whether 284 companies, all users of tin, are complying with priority orders and regulations issued by WPB with regard to use of tin.

"Industrial corporation reports of the 1940 series containing financial data for 12 groups of manufacturing corporations engaged in textile dyeing and finishing and in manufacturing special industry machinery; power boilers and associated products; clay products (other than pottery); textile machinery; automobile parts and accessories; tanned, curried and finished leather; drugs and medicines; smelting and refining equipment; paper and pulp; commercial laundry, dry cleaning and pressing machines; and railroad equipment. At the end of October, industry reports on 66 groups engaged in important war work had been completed. These reports are not being made public except to interested Federal departments and agencies.

Protecting Public

"Cost, price and profit studies concerning major steel producing companies and a group of phosphate rock mining, sulphuric acid, super-phosphat, organic nitrate, and mixed fertilizer companies were made for the Office of Price Administration."

So far as the initiation of corrective action is concerned, in determining what procedure would or would not be in the public interest, the Commission must, and does, take into careful consideration the fact that we are at war. While it endeavors to protect the consuming public against the inherent risks involved in the excess use of dangerous drugs and of fraudulent advertising, it avoids the initiation in the present emergency of what it considers to be comparatively trivial cases. It has a big job and a difficult one.

However, there has been and will be a steady, unremitting effort on its part to do just what the people of the United States, through their duly elected representatives, directed it to do, namely, prevent unfair methods of competition and unfair and deceptive acts and practices in commerce so long as both commerce and the mandate exist.

WOR'S "SWEET SIXTEEN"

WOR's "sweet 16" are the 16 great, war-active cities of more than 100,000 people each into which WOR flashes your message backed by 50,000 power-full watts.

More important, perhaps, is that each of WOR's "sweet 16" is a *preferred city;* i. e., a city where shrewd "Sales Management", the magazine of marketing, predicts that retail sales and services for January 1943 will far exceed the record highs of January 1942.

Here then are the cities—16 of them—and a 16 which is today one of the sweetest buys in radio . . .

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK, N. Y.
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

NOTE — WOR does not argue the point that each of these vital war centers is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

— that power-full station
at 1440 Broadway, in New York

WOR

XUM

FCC Asks Revenue Data From Locals

300 Stations Queried In Study to Halt Deficits

IN ITS QUEST for accurate data on the status of smaller independent stations which are threatened with closure because of depleted incomes, the FCC last week sent to a list of some 300 stations a separate questionnaire on their operations for the 1942 calendar year, seeking returns by Jan. 8. This supplemented the questionnaire to licensees of broadcast stations, covering the customary annual "quick audit" for the calendar year, with returns due by Jan. 15.

In collaboration with the Office of War Information, the FCC is seeking to procure annual data on the "losers" in the broadcasting field, in the hope of evolving some formula whereby such stations, particularly those in vital areas not otherwise served, could be maintained for the war's duration.

Local Revenue Declines

Declines in local revenue, plus the fact that secondary stations in secondary markets do not share proportionately in national business, have contributed to the plight of these smaller outlets. Moreover, manpower problems have become critical, with such outlets unable to bid successfully against larger stations able to pay higher wages.

The list to which the questionnaire was sent Dec. 21 included some 175 stations which reported losses in revenue for the calendar year 1941, plus another 100-odd which were "borderline" operations last year and figure to lose during the current year by virtue of the tobogganing of local business.

While thought has been given to some sort of subsidy for such stations, both industry and Government reaction preponderantly has been against such a move. FCC Chairman James Lawrence Fly, who is directing the preliminary study, has indicated he thought the solution would come through encouragement of national advertisers in placing business on such outlets and through network expansion, carrying the "little fellows" along for the duration. Gardner Cowles Jr., associate director of OWI in charge of domestic operations, has also taken cognizance of this situation, but is awaiting the result of the FCC's inquiry before pursuing a definite course of action.

The actual number of "losers" last year, aggregating 177, actually was substantially less than the number reported in 1938, when the total was about 240. It was pointed out that at least a portion of the red ink stations actually did not lose money, because of their operations as subsidiaries of other business enterprises, which use the radio facilities for promotion and exploitation. Moreover, in some cases, it is felt that the owners probably took sufficient salaries to absorb what ordinarily might show as profitable operation. Yet, in other cases, it is felt that stations licensed during the last two or three years could not properly expect to be money makers, based on past operations' history.

Questions Cover 1942

In its covering letter to the "red ink" stations, the Commission said it wanted the data in connection with its current consideration of "financial problems of certain classes of broadcast stations". The summary of data requested will cover results of operations for 1942 and estimated net broadcasting income for 1943. Stations were told that the summary would be regarded as tentative, and that approximations may be made where specific figures are not available, all subject to correction in the regular annual report.

Stations were also requested to make any comments they desired regarding the information transmitted and bring to the Commission's attention any facts "that would be helpful to it in its consideration of the contents of your report."

The general letter, sent to all standard broadcast stations along with the quick audit questionnaire, stated that the Commission desired to be informed on time sales by the industry for the year 1942 as soon as possible after the close of the year. The questionnaire covered Schedule 8 of the "Analysis of Station Broadcast Revenues", which constitutes page 11 of the Commission's annual report.

The Commission stated that the filing of this schedule on or before Jan. 15 is only to give the Commission a preliminary report of the industry and that no licensee should wait for a final audit of his books before filing.

Stalingrad Outstanding

OUTSTANDING EVENT of 1942 was Russia's defense of Stalingrad, according to a poll of 18 MBS commentators on the five biggest news stories of the year. Second in importance was the U. S. invasion of North Africa, followed by Wallace's speech May 8. The Battle of the Solomons, and The Beveridge Report, ranked fourth and fifth respectively.

Plan to Use Vinylite Sheet Trimmings Tested in Hope of Easing Record Crisis

AN EXPERIMENT that may ease somewhat the shortage of Vinylite and make more material available to the makers of transcriptions has been started by Union Carbide & Carbon Corp., producer of Vinylite. Last month this company shipped out to its clients in the transcription industry samples of trimmings from sheet stock and requested the recipients to try using these trimmings in place of virgin stock for making transcriptions.

Results of the first tests were in the main satisfactory, George Miller, in charge of Vinylite sales for Union Carbide & Carbon, told BROADCASTING. It takes a little longer to mold records from this material, which is used principally today for making aircraft instrument panels, and in times of peace is used for radio dials, slide rules and similar products, than to make transcriptions from virgin stock, he said, but there was no noticeable difference otherwise.

Use Higher Pressure

Mr. Miller said that it is possible that by using higher steam pressure and higher molding pressure the time taken in molding the discs from these sheet stock trimmings might be cut to same as when the regular transcription Vinylite is used. Queried as to the extent to which the use of these trimmings will augment the Vinylite available for transcriptions, he stated that the total volume of trimmings is not large, so that the difference to the transcription manufacturers might be described as "appreciable but not considerable."

The trimmings of sheet-stock Vinylite are also used in cloth coatings of dark colors, where the variations in color in the trimmings will be covered up, he said. While this material is not so critical as virgin Vinylite, he stated that the transcriptions will probably have to be of value to the war effort to be allotted much of either material.

Firms Listed

Among the companies receiving sample shipments of sheet stock Vinylite trimmings were World Broadcasting System, Muzak, Columbia Recording Corp., Scranton Record Co. and Allied Record Mfg. Co., Mr. Miller said.

Meanwhile, WPB in Washington indicated that small quantities of reclaimed Vinylite might be allotted for commercial use again in January. Although allocations were not complete as BROADCASTING went to press, a WPB official said that returns of records have been so satisfactory under systems set up by transcription makers that the supply of reclaimed Vinylite has been sufficient to support some commercial work.

Last week OPA exempted Government-owned recordings from some of the rules involved in reaching price agreements for sale of Government property. The move is expected to return some of the Government-owned recordings to the scrap Vinylite pile, although WPB pointed out that many Government records could not be salvaged because they were overseas, and necessarily could not be brought back.

NBC Reaches 412 Cities in Survey

Analysis of Listening Habits Will Be Published

FIRST of two preliminary reports on NBC's 1942 nationwide survey of radio listening habits, a 32-page booklet titled "A Tale of 412 Cities", was released last week by Charles Brown, director of Advertising and Promotion. Study was based on returns to postcard questionnaires mailed in March and April to 2,100,000 radio homes in the U. S., a continuation of NBC's first postcard all-county survey conducted in 1940.

Survey, which NBC believes the most comprehensive study of radio listening ever undertaken, polled the preferences of more than 250,000 radio families, covering all of the 3,072 counties in the country.

47% of Listeners Reply

Vividly illustrated in red and blue, the book graphically and in highly competitive fashion presents the results of tabulating the answers of approximately 65,000 radio families living in the 412 U. S. cities of more than 25,000 population to the question, "To What Radio Station do you Listen Most at Night After Dark"? Book does not go into the response to the other question asked in the survey, "To What Stations do You Listen to Regularly at Night after Dark?"

The 412 cities covered in the booklet account for 13,674,000 radio families, 47% of the national total, whose nighttime listening habits are analyzed. Through charts and tables the book shows the relative popularity of stations in each city, with a special section comparing network coverage from a local station with that from an "outside" station. A second preliminary report, to be issued next month, will give similar data for daytime listening in the same cities.

Comparing nighttime listening returns by cities, the book shows that when only NBC and the "second network" are considered, NBC wins; in 324 of the 412 cities, the "second network" wins in 85 and there are three ties. Of all radio families replying in those cities, 52% reported listening most to NBC stations and 24% to stations of the "second network." When all four networks and independent stations are considered, the book shows NBC taking first place in 73% of the cities and first or second place in 92%.

Subsequently, NBC plans to publish two volumes giving the survey's findings in detail for every county and radio station in the country. These data, NBC states, "will permit advertisers for the first time to evaluate the performance of every station on a uniform basis, and should prove a substantial contribution to the more scientific use of radio as an advertising medium."

XUM

KMOX, ST. LOUIS, FIRST AGAIN:

24-HOUR SERVICE !

Volcanic economic changes in St. Louis:

—$67,000,000 increase in retail sales since last year

—50% jump in effective buying income over 1938*

—many an industrial worker's living habits are turned topsy-turvy

—which means *new* periods of day and night for working, sleeping, shopping, *radio listening.*

Only the insatiable human need for relaxation and instruction and entertainment remains constant.

So . . .

on October 19th, 1942, station KMOX inaugurated 24-hour radio service for its community.

This marks the first 'round-the-clock operating schedule of any St. Louis radio station.

It marks another first for KMOX penetration of the St. Louis market.

It underscores, once more, KMOX' operation "in the public interest"—serving "*all* of the people *all* of the time."

And it indicates, once more, why KMOX has *most* listeners, *most* business of any station in this eighth most important market of the nation.

**Sales Management—Survey of Buying Power.*

E. Gubelin
23
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KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

CBS Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices located in New York, Chicago, Los Angeles, San Francisco, Charlotte

138 Advertisers Buy Radio In New York for First Time

Amusements, Schools, Perfumes and Retailers Among New Accounts; Spot Sales Up

ADVERTISERS of all types who have never used the medium of radio prior to 1942 placed time on the four New York outlets of the major networks and on four leading independent stations in the metropolitan area, according to a survey by BROADCASTING completed last week after the stations had listed their newly-acquired accounts during the 12 months of this year. (See list of accounts on page 48).

The number of new radio advertisers, both national and local, totaled 138, as reported by WJZ WABC WEAF WOR WQXR WMCA WHN and WNEW, while an aggregate of advertiser totals reported by each station as new to their schedules this past year, was 488.

Amusements Lead

WNEW had the greatest number of new sponsors of the stations queried, reporting 86, of which 21 are new to radio; next is WOR with 75 new accounts, 34 never having used radio before 1942. The others with their new accounts and the percentage of those entering radio for the first time, in order, are: WHN, 73 and 10; WJZ, 69 and 21; WMCA, 53 and 17; WQXR, 52 and 25; WEAF, 41 and 6, and WABC, 39 and 4.

Of the various classifications of advertisers, the amusement industry, embracing motion pictures, theatres, hotels, restaurants, night clubs, and such events as the Ringling Bros. circus and a local rodeo, was the outstanding new radio advertiser group in the New York picture. A large proportion of the time purchased by this group was placed Dec. 14-18 during the strike by the Newspaper and Mail Delivery Union when eight New York newspapers were kept off newsstands for four days [BROADCASTING, Dec. 21], causing local amusements to turn to radio to tell the Christmas crowds what they had to offer.

Schools Use Radio

Breweries in and around New York City were particularly active during 1942, using transcribed announcements, music and sports programs. Eichler Brewing Co. entered radio this fall with sponsorship of ice hockey games on WHN. Pabst, Schaefer and Edelbrau Breweries all use the New York stations extensively. In the beverage category, several wine companies increased their schedules or began spot announcements and musical shows in the New York market, including Go-Lan wines, Garrett & Co. for Virginia Dare wines, Roma Wine Co. and Sandeman wines.

Department stores, clothing shops, shoe stores and jewelers were all active locally this year; art studios, barber shops, the New York Tunnel Authority and various organizations, such as the Savings Banks Assn. of New York State and Industrial Undergarment Co., became "first-time" radio advertisers this year.

New Classes

WQXR reported two interesting new classifications, schools and French perfumes, each represented by several examples. The institutions included Goddard College, United Schools, Stevens Institute, Perkiomen School, Franklin School of Dancing, Gilbert School of Radio, and the Arthur Murray School of Dancing. French perfumes included Parfums Weil Paris, Schiaparelli Parfums and Germaine Monteil.

The general impression remaining after a study of each station's extensive list of 1942 new advertisers seems to be an optimistic one. The new sponsors entering the New York field are more than adequate to fill in the gaps left by companies which, affected by the war, have subsequently curtailed their advertising. Department stores, motion picture companies, publishers of magazines and books, all well known for their use of magazines and newspapers, turned to radio on a large scale during the last six months of the year.

NBC SCHOOL SET
Instruction in Programming
Free to Employes

FREE instruction and training in the fundamentals of program production will be available to NBC employes shortly after the first of the year with announcement that an employe production group will be organized under the direction of C. L. Menser, NBC vice-president in charge of programs.

Garnet Garrison, director of the radio division of Wayne U, Detroit, has been engaged by NBC to direct the new group in program direction, operation of sound effects, writing and editing of scripts and announcing. He will also serve as production director for NBC programs when time permits.

Employes with talent in these particular fields will be given an opportunity to develop them in this group, Mr. Menser stated, adding that NBC "looks on this project as a means of establishing closer relations with our employes, but we hope in the future to be able to supply accomplished technicians to our member stations, some of whom have been hit by current manpower shortage".

Western Plan Tested

EMERGENCY Broadcast Plan for the Pacific Coast, which has been formulated by the Fourth Fighter Command in cooperation with West Coast broadcasters' associations, staged a dress rehearsal in strictest secrecy in San Francisco recently which was later pronounced a success. Broadcasters from the entire Pacific Coast area watched the rehearsal of the plan, which links all radio on the Coast in an emergency.

ONE DOZEN YEARS of continuous broadcasting on NBC is the enviable record established by *Carnation Contented Program*, sponsored by Carnation Co., Milwaukee, as Stanley Roberts, advertising manager, renews the Monday evening show for another 52 weeks. Approval is expressed by (l to r) Harry C. Kopf, vice-president and general manager of NBC central division; Percy Faith, conductor; E. M. Hoge, NBC salesman, Harry Gilman, radio director of Erwin-Wasey & Co., Chicago.

BOOK FIRM'S SPOTS TO PROMOTE TAX AID

DOUBLEDAY, DORAN & Co., New York, will use 26 stations throughout the country Jan. 4 to March 15 to promote "How To Prepare Your Income Tax", published by Garden City Publishing Co., a subsidiary. One-minute transcribed announcements will be aired from three to five times weekly.

While most book advertising on radio is of the mail order type, the commercials in this campaign will refer listeners to local retail stores for three cities. Book is written by David Joseph and sells for 49 cents.

Of the total of 26 stations, 19 are 50,000-watt outlets. WJZ is BLUE, New York key station. Stations are KFI KNX KPO KOA WRC WSB WMAQ WWL WBAL WBZ WJR KSTP KOMO KSD WOR WJZ WEAF WGY WSAI WDAR KCW KYW KDKA WPRO KRLD WPRC. Agency is Huber Hoge & Sons, New York.

Major Networks Carry Rickenbacker's Story

AS PROMISED by Secretary of War Stimson a few weeks ago, Capt. Eddie Rickenbacker, in his own words, has told the story of his rescue and that of six companions after 22 days adrift in the Southwest Pacific. The first story was told at a special news conference Dec. 19, called by Secretary Stimson. On Dec. 19 the four major networks broadcast an interview from Capt. Rickenbacker's New York home, 3:30-3:45 p. m., (EWT).

Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations Radio Branch, had arranged to have the World War I ace tell his story over the networks at 10:30 p. m. Dec. 20 but Capt. Rickenbacker's physician objected. When he ordered the flier to bed at 8 p. m., last minute arrangements were made to originate the talk during the first quarter of the *Army Hour*, NBC, 3:30-4:30 p.m. BLUE, CBS and MBS tied in.

Discs Promote Film

PARAMOUNT Pictures, New York, was to use a quarter-hour transcription on six New York stations Monday, Dec. 28, to promote "Star Spangled Rhythm," its latest release. The discs, with musical and dramatic excerpts from the film, were to be aired on WOR WJZ WABC WHN WNEW WMCA. Spot broadcasting will be used on varying schedules throughout the country at different times in connection with the pictures released in other communities than New York. Agency, Buchanan & Co., New York.

Dolan Enters Radio

CERTIFIED Extracts, New York, through its newly appointed agency, Duane Jones Co., New York, will enter radio for the first time after the first of the year with participations on the *Marjorie Mills Hour*, five-weekly program on the New England Regional Network. Product advertised will be Dolan's Cakex. Other stations may be added later.

THE INDIANAPOLIS STATION THAT IS NOT AFFLICTED WITH *After Order Letdown*

Maybe you, too, know some stations that fold right up the instant an order is signed. That's just when we roll up our sleeves and really begin to pitch. Our Announcers, Program Department, Merchandising Staff . . . ALL of us get a kick out of proving how "right" you were in choosing WISH FOR RESULTS IN THE INDIANAPOLIS MARKET!

RADIO STATION WISH INDIANAPOLIS

REPRESENTED NATIONALLY BY
FREE & PETERS, INC.
CHICAGO • NEW YORK • DETROIT • ATLANTA
SAN FRANCISCO • LOS ANGELES

CAPITOL BROADCASTING CORP. **INDIANAPOLIS, INDIANA**

Wrigley Converts Business to War; Keeps Radio Time

Advertising Copy Directed To Necessary Workers

STORY of the conversion of chewing gum from a civilian luxury to a war necessity, with priority ratings from the War Production Board, largely through the personal efforts of Philip K. Wrigley, president of the William Wrigley Jr. Co., is related in an article, "Chewing Gum Is a War Material", in the January *Fortune*.

Revising his advertising to sell gum to war workers only instead of the general public; allocating the distribution of Wrigley's gum so that war plants get preference; turning over to the Government his entire supply of aluminum for foil wrappers nine months before this metal was prohibited for civilian manufacturers; arranging for the company's gum base suppliers in Central and South America to collect rubber as well, which is turned over to the Government at cost, Phil Wrigley has missed no opportunity to serve his country and preserve the gum business, *Fortune* states.

Devoted Radio to War

"Phil's first major step," the article relates, "was to devote all his radio time to selling not gum but war. It was a big contribution: he was spending around $2 million for two CBS programs alone. The half-hour on Sunday featuring Gene Autry was appropriately devoted to the Army; Mr. Autry became a sergeant in the Army Air Forces. Phil Wrigley converted his Thursday night half-hour to telling about the Navy in a program called *The First Line*. At the start, the Navy was a little suspicious and held back for a while. Soon it saw the light. Now admirals speak on the Wrigley hour, and broadcasts are even made from ship control rooms. The program is immensely effective. When the Sea Bees (Navy's Construction Battalion) recruiting drive was launched on *The First Line* last September, the Bureau of Yards and Docks reported enlistments up 35%.

"With both Army and Navy thus covered, Phil Wrigley turned to the home front. He hired Ben Bernie for five 15-minute programs a week to glorify war workers and their families. Later the show was turned over to OWI, who used it to put across special messages to war workers. In addition to making them feel pretty good about themselves, Bernie sometimes tells them: 'Chew gum, any kind of gum.' He may add, 'Personally I prefer Wrigley's Spearmint.'"

"THE VOICE of the War Worker" has been adopted as the official slogan of WJWC, Chicago, and is used in station breaks and in all station promotion.

POISED TO CUT CAKE celebrating three notable events at WKNE, Keene, N. H., is Ozzie Wade, chief announcer, surrounded by interested and hungry staff members. Event marked WKNE's 15th year on the air; its second year at Keene, and the renovation of its studios. About to share the cake are (l to r): Front row, Howard Wheelock, Beatrice Colony, Ozzie Wade, Ruth Duplissie, Dick Bath; second row, Harold Weiner, Bob Stephens, Manager David Carpenter, Margaret Wyman, Bill Stephens, Bob Peebles, Evelyn Howe, Ernest Batchelder Jr., Priscilla Davieau, Bradley Hart. The anniversary pastry was quickly consumed.

Crosley Protests FCC Order Denying WLW Experimental Use of 750,000 w.

STRONG protest against the FCC's action last month denying WLW's application for authority to experiment with 750,000 watts during early morning hours, and at the same time terminating the existing WLW 500,000-watt experimental authorization Jan. 1, was lodged with the FCC last Monday by the Crosley Corp.

The company, licensee of WLW and its experimental adjunct W8XO, filed with the Commission a petition for rehearing, alleging the Commission had violated its own regulations in denying the 750 kw. developmental authorization.

WLW's present 500,000-watt transmitter unofficially is said to be earmarked for the Government's psychological warfare program. Consideration now is being given to use of the transmitter either for international shortwave broadcasting from the United States or for standard band broadcasting to Axis-controlled countries. So far as could be learned, final decision has not yet been reached regarding its ultimate disposition, though the Crosley Corp. was said to be collaborating with OWI and other Governmental agencies with respect to its ultimate disposition.

Dereliction Charged

The Crosley petition contended that the Commission, in its decision of Nov. 30 denying the 750,000-watt developmental application, was erroneous in several important particulars. "To pass off such an important matter on specious procedural grounds would be a serious dereliction of the Commission's statutory duty," said the petition filed by Crosley's Washington attorneys, Dempsey & Koplovitz.

The Commission was asked to set aside its decision denying the application and enter an order granting it. As an alternative, Crosley suggested that the Commission advise it what additional information it desires; that if on the basis of the information supplied the Commission believes a valid objection to the granting of the application exists, that Crosley be advised of this objection and be given an opportunity to meet it; and, finally, if the Commission has no other basis than that stated in its decision and order denying the application, that Crosley be afforded an opportunity for oral argument.

Crosley said the purpose of the W8XO 750 kw. application was to enable it to prove the technical feasibility of higher power operation, important in the national and the war interests. The only question which the Commission had to decide was whether the demonstration of the technical feasibility of such operation would constitute a "contribution to the radio art".

No Reason Given

It was contended that, in denying the application, the Commission assigned no reason for its action. Crosley claimed that it had supplied the Commission with all essential information in accordance with established procedure. That portion of the Nov. 30 order also terminating the 500,000-watt experimental authorization of W8XO as of Jan. 1 was not protested by Crosley. No exception was taken "because the station's license by its own terms expires on that date". it stated.

In citing specifications of error, Crosley enumerated seven points. It held that the Commission had violated its own regulation and that it should have been afforded an opportunity to be heard on the reasons for denial.

The Communications Act requires the Commission to study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest, Crosley contended. It was pointed out that development of progressively higher power has made substantial contribution to broadcasting and that Crosley has been a pioneer in this field. Only the successful construction and operation of a 750 kw. transmitter would prove its feasibility, it was contended. New advances in radio "do not spring full-grown from a drawing board, nor even from a laboratory—actual working tests and experiments under regular operating conditions must be made", said the petition.

W8XO Not Involved

Crosley contended that the question whether the continued operation of W8XO, with maximum power of 500 kw., would be in the public interest has no relevancy to the question whether 750 kw. operation would be in the public interest. It also protested the Commission's reliance upon the so-called Wheeler Resolution adopted in 1938, deprecating the use of power in excess of 50,000 watts, questioning the "force and effect" of that resolution, and whether or not the Commission should follow it.

Declaring it was at a loss to determine why the Commission believes it has authority to deny the application without a hearing, Crosley said it still desired a hearing and "intends to insist upon having the hearing to which it is entitled".

Crosley pointed out that in its decision the Commission said that since the applicant did not offer any evidence at the hearing, it was unable to determine that a grant would be in the public interest. "It is significant," said the petition, "that the Commission consumed some 10 months in reaching that conclusion."

BLUE SHIFTS SHOWS FOR GRACIE FIELDS

AMERICAN CIGARETTE & CIGAR Co. New York since Oct. 12 sponsor of Gracie Fields, English comedienne, on BLUE in the Monday through Friday 9:55-10 p.m. period, will expand the program to a quarter-hour broadcast, effective Jan. 11, a plan which has been under consideration for the past month. On her new schedule, she will be heard on the same network of 126 BLUE stations, five times weekly 10:15-10:30 p.m. Program is heard for Pall Mall cigarettes and agency is Ruthrauff & Ryan, New York.

At the same time, the BLUE announced the following program shifts to allow for the change. Hall Bros., Kansas City, will shift *Meet Your Navy* on Friday from 10-10:30 p.m. to 8:30 p.m. as of Jan. 15. Henri, Hurst & MacDonald, Chicago, handles the program, aired on behalf of Hall's Greeting Cards.

Alias John Freedom, currently heard Monday at 10:15 p.m. will shift to Wednesday 9 p.m. Jan. 6. Program is sponsored once every four weeks by Minneapolis-Honeywell Regulator Co., through Addison Lewis & Associates, Minneapolis. First commercial broadcast at the new time will be Jan. 27.

Most extensive survey on radio listenership ever made in the Philadelphia Market Area!!!

Ten thousand five hundred personal interviews*, made in one week, show . . .

WCAU IS FIRST!

More people listen more to **WCAU** than to any other radio station in the Philadelphia Market Area.

Copies of the complete survey, with fifteen-minute breakdowns for the combined Monday through Friday, Saturday and Sunday ratings, are now on the press. We shall be glad to send you a copy if you so desire.

WCAU

PHILADELPHIA

50,000 WATTS IN ALL DIRECTIONS

***The Bell Telephone Co. of Pennsylvania is authority for the fact that only 44% of homes in Philadelphia are telephone equipped. This survey, an accurate cross-section sample of the population of the Philadelphia Area, included the other very important 56%.**

Al. Bland
the popular comedian
in
"morn patrol"
WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WHERE THEY'LL DO THE MOST GOOD!

Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.

Blue Net work
KFDM
BEAUMONT

REPRESENTED BY HOWARD H. WILSON CO.

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS

More Listening Shown During New York Strike

DAYTIME RADIO listening during the period Dec. 8-14 was not as high as the corresponding two weeks in November at the time of the North African invasion, according to C. E. Hooper Inc., New York, although listening on Dec. 14, first day of the strike affecting distribution of eight New York newspapers, was 10% higher in the morning and 5% higher in the afternoon than it was on Nov. 9, first Monday after the Allied invasion.

This increase in radio listening during the four-day strike is further substantiated by the fact that evening listening Dec. 15 and 16 was up 12½% over the corresponding days in November, the Hooper study reported.

CIAA Latin Discs

U. S. SERVICEMEN of Latin American origin or background will be featured in a projected series of transcriptions to be offered to representative stations of Latin America by the Office of the Coordinator of Inter-American Affairs. Production of the 13 quarter-hour programs is scheduled to start before the first of the year, with a crew from the CIAA visiting various training centers to make recordings of interviews with the servicemen. Those with musical talent will be invited to contribute musical numbers. Camp bands and choral groups may also be included. Another CIAA project is the preparation of Spanish and Portuguese versions of the OWI-Mutual series, *This Is Our Enemy*, for broadcast throughout Latin America. Series presents dramatized exposes of Axis brutalities, based on the accounts of eye-witnesses.

Rabat Radio to OWI

WITH the arrival of Milton S. Eisenhower in North Africa, the Office of War Information announced last week that Radio Morocco at Rabat is now being used by OWI for programs which may now be regarded as trustworthy. It broadcasts in French to the populace and in English for American troops, just as does Radio Algiers which was commandeered at the time of the American landings. Mr. Eisenhower, OWI associate director, left several weeks ago for Africa. He is a brother of Lt. Gen. Dwight D. Eisenhower, commander of the American forces.

Coast Market Study

BASIS for an analysis of the rapidly changing marketing conditions of West Coast advertising, an intensive research covering that shift was recently completed by CBS, according to George L. Moskovics, West Coast sales promotion manager. Designed to reflect changes in conditions, results of the study are now being compiled. They will serve as nucleus for a series of conferences among CBS West Coast sales executives. Interpretation of the marketing data precedes its presentation to eastern advertising agencies, advertisers and CBS executives by Arthur J. Kemp, West Coast sales manager of the network, it was said.

ANNUAL DINNER for actors and writing-producing staff connected with the NBC comedy serial *The Aldrich Family* was held recently in the Shell Room, Radio City, New York, with members of the press, and client and agency representatives on hand. Laughing at some joke just before dinner are (seated) l to r: House Jameson, "Mr. Aldrich"; Kay Raht, "Mrs. Aldrich"; and Norman Tokar, "Henry Aldrich". Standing: Charles Wiggins, assistant advertising manager of Postum, product promoted by General Foods Corp. on the show; Francis van Hartesveldt, director of the program; Clifford Goldsmith, its author; and Tom Burch, contact man on the Postum account for Young & Rubicam, New York.

Solemnity to Blend With Holiday Spirit In Special Network New Year Programs

THE NEW YEAR will be ushered in on the networks with the usual holiday entertainment, but with special features striking a solemn and retrospective tone in keeping with the times.

Taking its cue from President Roosevelt's proclamation of New Year's Day, as a day of prayer, Mutual will present prayers written by representatives of leading denominations, every hour, on the hour Jan. 1, from 8 a.m. to midnight. Presented under the auspices of the Federal Council of Churches, Catholic Charities of the Archdiocese of New York, and the Synagogue Council, the prayers will in most cases be read by the personality featured on the programs to be heard that day.

Newscasters Plan Prayers

Newscasters who will devote a minute of prayer, or who will read prayers submitted anonymously by religious leaders, will include Sydney Mosely, Boake Carter, Cal Tinney and Gabriel Heatter. A prayer will be included in the broadcast of the Cotton Bowl game, which is to be shortwaved to American troops overseas in addition to the domestic broadcast on Mutual. New Year's Eve will be marked on Mutual by an hour-long *Review of the Year*, a dramatic re-enactment of America's first year of World War II.

Prominent editors and editorial writers will address NBC listeners from the editorial rooms of ten leading newspapers in as many cities, to give three-minute talks on subjects of their own choosing, New Year's Eve, from 11:30 p.m. to midnight. The round-up, on the general topic of problems facing the nation in 1943, will start in the office of the *Christian Science Monitor*, Boston, and after a series of cross-country pick-ups, will conclude with a broadcast from the editorial rooms of the *New York Times*.

FROM CRUISER'S DECK
Major Nets Carry Broadcast From 'San Francisco'

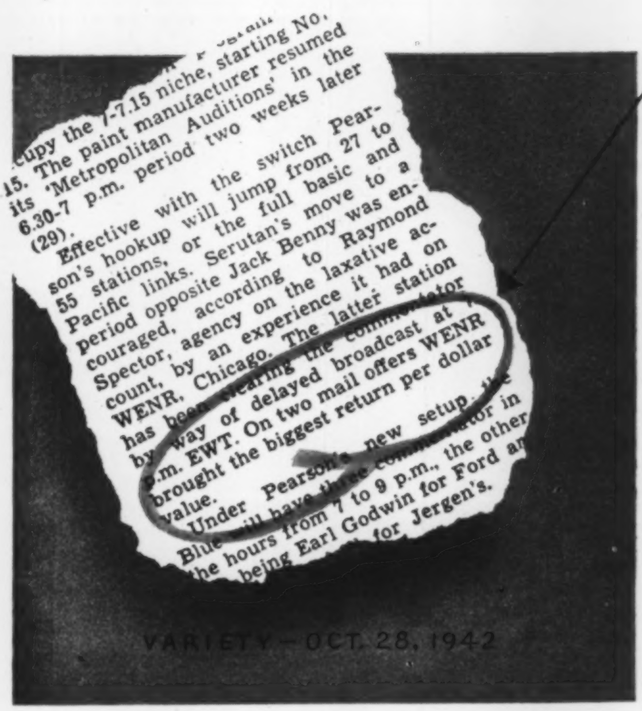
RADIO made history Dec. 11 when the first broadcast to be picked up from the deck of a big warship was aired by the four major networks when the damaged heavy cruiser, *USS San Francisco* docked at San Francisco after taking part in a battle with the Japanese.

Because only one pickup could be arranged, the various networks collaborated. NBC installed remote lines from the ship to a nearby toll point where others joined in. NBC, BLUE and MBS cleared time, then BLUE and MBS later rebroadcast transcriptions.

Among those taking part in the historic broadcast were Com. Bruce McCandless, Lt. Com. H. E. Schonland, Capt. Walter K. Kilpatrick, Capt Albert France and Vice Adm. John W. Greenslade. Comdr. McCandless was decorated with the Congressional Medal of Honor for his part in the fight in taking command after the two senior officers were killed. Lt. (jg) Mel Venter, Coast Guard public relations, Twelfth Naval District, and for ten years with KFRC, San Francisco, was m.c. of the special broadcast.

STRATEGIC IMPORTANCE of various war centers of the world are analyzed by Carveth Wells, explorer and engineer, in a series of quarter-hour programs now being prepared by National Concert & Artists Corp., New York.

"WENR brought the biggest return per dollar value!"



cupy the 7-7.15 niche, starting No. 15. The paint manufacturer resumed its 'Metropolitan Auditions' in the 6.30-7 p.m. period two weeks later (29).

Effective with the switch Pearson's hookup will jump from 27 to 55 stations, or the full basic and Pacific links. Serutan's move to a period opposite Jack Benny was encouraged, according to Raymond Spector, agency on the laxative account, by an experience it had on WENR, Chicago. The latter station has been clearing the commentator by way of delayed broadcast at p.m. EWT. On two mail offers WENR brought the biggest return per dollar value.

Under Pearson's new setup, the Blue will have three commentator in the hours from 7 to 9 p.m., the other being Earl Godwin for Ford an for Jergen's.

VARIETY—OCT. 28, 1942

Another advertiser proves the pulling power of this Chicago station

We've been saying it for a long time. WENR produces results at low cost. Many advertisers have had first hand proof.

Comes now this clipping to give added emphasis to the point. It shows that WENR did an outstanding job for Serutan. Despite top-flight competition on the dial!

WENR is rapidly climbing to new heights. Splendid new programs are attracting more and more regular listeners. Keep this in mind. WENR can reach more families at lower cost per thousand than any other major Chicago station. Ask a Blue Spot Sales representative for all the facts.

WENR

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS 890 KC.

•

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

HAPPY NEW YEAR

"—and I also resolve to keep WFDF Flint Michigan on my list!"

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

"Cap" Cotton says: "MEMPHIS IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH."
Covered by
WMC ★
5,000 Watts Day
1,000 Watts Night
MEMPHIS, TENN.
NBC RED NETWORK
Owned and Operated by
THE COMMERCIAL APPEAL
Represented Nationally by
THE BRANHAM CO.

Packs a SUNDAY PUNCH
in GEORGIA'S
Fastest Growing Market

WGPC
ALBANY
Represented by SPOT SALES Inc.

The
CLEVELAND ORCHESTRA
Broadcasts
A NEW SERIES OF WORLD-WIDE RADIO CONCERTS
SATURDAYS 5 TO 6 P.M. E.W.T.
Over the Columbia Broadcasting System and Short-Wave Around the World
Sponsored by Radio Station W-G-A-R Cleveland

Purely PROGRAMS

TO PRESENT a wartime agricultural service to agriculturalists and stock raisers in Central and Northern California, KPO, San Francisco, will dedicate a new farming feature Jan. 4. The *Farmers' Digest* will be built and presented five weekly 6:15-6:45 a.m. (PWT) by Henry Schacht, recently appointed director of agriculture for KPO, who will bring day-by-day changes in the national and international farming picture. The Dept. of Agriculture, the Office of War Information, the U of California College of Agriculture, the State Dept. of Agriculture, farm organizations and other agencies will be drawn upon for information. A period will be devoted especially to the rural housewife and her problems. Jane Lee, whose *Woman's Magazine of the Air* is heard daily on KPO, will present this portion of the program. From time to time farm leaders and Government officials will be interviewed.

* * *

Interviewing Celebrities

FRANKIE BASCH, of Basch Radio Productions, New York, conducts a six-weekly program of informal talks and interviews on WHN, New York, titled *Meet Frances Scott*. Guests scheduled to appear on the broadcasts include Sally Victory, millinery designer; and Wilford Funk, publisher and author. Mrs. Basch is known to radio audiences as "Frances Scott", and has been heard on various network programs, including *It Takes a Woman* and *What Burns You Up?*

* * *

Quiz by Telephone

TELEPHONE figures in a quiz program on WOV, New York, under the title, *Do You Know The Answer?* Presentation of last minute news headlines is interspersed with telephone calls to various persons chosen at random from the telephone book. Individuals are paid for answering the phone, and earn a larger sum if they know the answer to news questions put to them by Alan Courtney, known to WOV listeners as m.c. of 1280 Club. Answers to the questions are contained in statements announced during the program by Courtney. A news announcer presents the news items.

* * *

Medical Dramas

AS A continuation of programs heard on NBC for the past nine years under the auspices of the American Medical Assn. a series of medical dramas began on the network Dec. 26, under the title, *Doctors at War*. Initial broadcast stressed the importance of civilian blood donations in a drama entitled "Give your blood to a soldier". Various medical officials in the armed forces will take part in the programs. Narrator is Dr. W. W. Bauer, director of health education of the AMA.

True or False?

DURING an early morning six-weekly question and answer program on WLS, Chicago, *Facts or Fancy*, Mel Galliart, m.c., makes 15 statements, some of which are fact and others false. Every statement contains a number and prize-winning answers of listeners must have the correct total of numbers of the fact items. Rusty Gill furnishes the music and show is sponsored by Little Crow Milling Co., Warsaw, Ind., for Coco Wheats.

* * *

Small Town Setting

HOLIDAY CROWDS at Chillicothe, O., chosen as a typical American small town, provided background for WLW's *Truly American* program on Dec. 19. Aired from Chillicothe's Public Square the program included Christmas Carols by 30 combined choirs of 600 voices. Program was rebroadcast at 3 a.m. Sunday over W8XO, 500-kw experimental transmitter. Recordings were made for the Office of War Information for shortwaving to troops throughout the world.

* * *

Brooklyn Red Cross

WEEKLY INFORMATIVE interviews on the widespread activities of the Brooklyn Red Cross are presented Tuesdays on W47NY, New York FM station, with all arrangements handled by the radio division of the chapter's public relations department, under the supervision of Elizabeth Shipman, radio chairman. After a two-week lapse because of the holidays the series will be resumed the first week in January.

* * *

It's Human!

VARIED characteristics of human beings are discussed in new five-weekly, five-minute program, *Let's Get Acquainted*, on WGN, Chicago. Program features Lee Bennett portraying the role of Dr. Blake, character analyst, whose aim is to enlighten listeners as to cause and effect of common human traits. Program is sponsored by Soy Food Mills, Chicago. Agency is Jim Duffy Inc., Chicago.

* * *

Shops for Listeners

AN UNUSUAL service to listeners is offered by *Lynne, Your Personal Shopper*, who conducts the program by that name of KIDO, Boise, Ida. Miss Lynne provides rationing and conservation news and offers to shop for out-of-towners whose gas ration may not permit them to come to town to do their own.

* * *

Thermostat Theme

WHEN a request came through recently from the WPB to announce a natural gas shortage necessitating curtailment in use of heating appliances, KOY, Phoenix, as a special event, ran a short remote to the thermostat in the building's hallway and described with appropriate remarks resetting of the instrument to 60 degrees or less.

PARKED ON A MAIN Cincinnati street, WCKY's studio plane was used in a 20 hour sign-on-to-sign-off drive by Rex Davis, chief announcer of the station, Mrs. Joseph Halpin and Mrs. Brown McKee, Red Cross staff workers, to boost the "Save a Life" campaign of the American Red Cross blood donor service to a new 1,800 pint weekly quota for wounded men.

* * *

Civilian Defense in Ohio

EFFECTIVE way of relaying important defense information to the public is Irwin Johnson's *Meet Joe Doakes, Civilian*, series on WBNS, Columbus, O., presented in cooperation with the Ohio State Council of Defense. Important bulletins, dramatic skits, announcements and salutes to Ohio communities set in a musical frame characterize the scripts which are being sent to other Ohio stations for local adaptation.

* * *

News for Kiddies

A CHILDREN's newscast started by CJOR, Vancouver, *Junior News Round-up and Commentary*, is aired Monday to Friday at 5:30 p.m. The program, designed to give children more of the news in a form that they will understand, is under the direction of Nina Anthony of CJOR staff, and has been commended by the Parent-Teachers Assn. and the British Columbia Minister of Education.

* * *

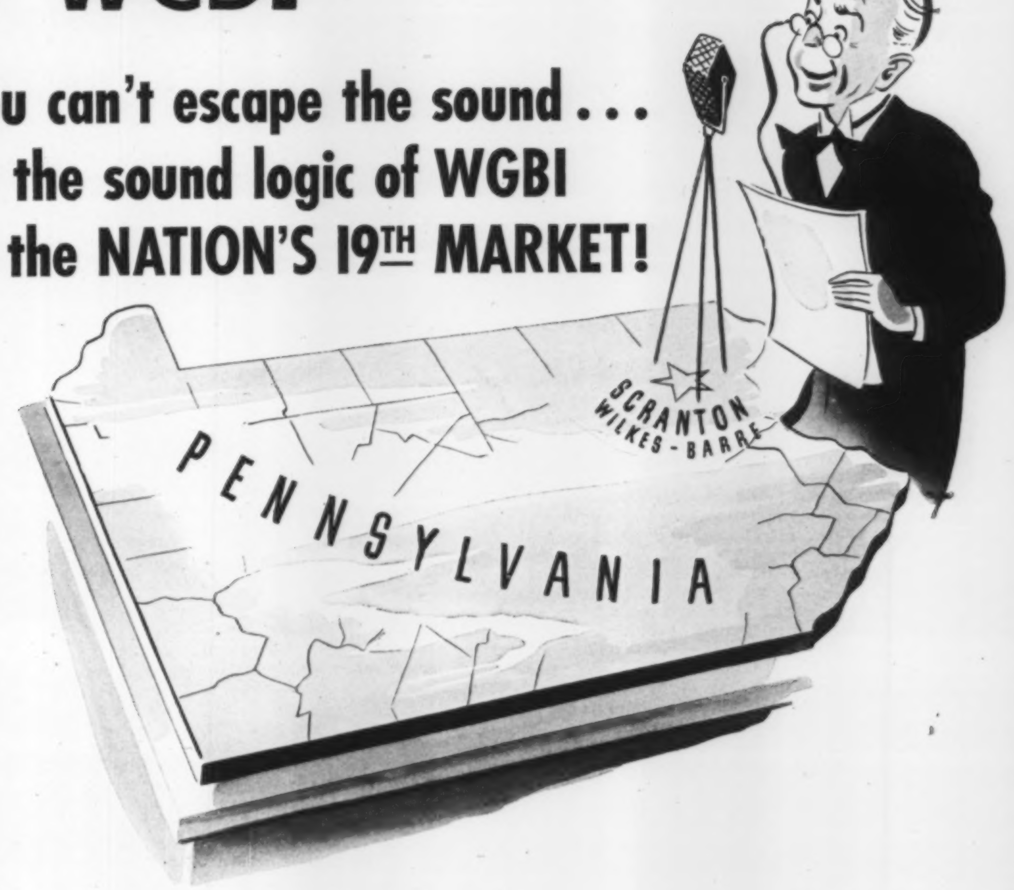
Food in the Spotlight

A TIMELY program for homemakers is the Saturday morning series, *Food Goes to War*, on WTMJ, Milwaukee, featuring Ethel Morrison Marsden, a food authority who suggests how to prepare and serve various meats, vegetables, canned foods and substitutes for rationed foods and beverages.

Broadcasters!
LET YOUR AUDIENCES HEAR
STARLIGHT SONATA
the most unforgettable melody since "My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners
and
AMERICA'S VICTORY SHOUT
HALLELU!
(Judgment Day is Comin')
to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop
Both songs have been arranged for orchestra by JACK MASON
BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York City

BUY WGBI

You can't escape the sound . . . or the sound logic of WGBI in the NATION'S 19TH MARKET!



KNOW why most national spot advertisers rely on WGBI to cover the rich Scranton—Wilkes-Barre area? There's a *sound* reason! WGBI is heard by 629,000 customers in the Nation's 19th Market. It's the biggest, most powerful station in a big, profitable industrial valley that is separated from outside stations by miles and miles of mountains.

Ask your John Blair man about Scranton and the job WGBI is doing for other advertisers. He can show you in results just how it pays to sell this major market *inside out* with WGBI.

SCRANTON **WGBI** **PENNSYLVANIA**

CBS AFFILIATE

910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives

Continued from Page 12

tinued in operation, such as broadcasting, police, aircraft, are considered essential to the war effort, and worthy of the maintenance and repair equipment needed to keep them in operation. This is not only our opinion but the opinion of many in both the Army and Navy and in other offices of authority.

The Victory line of tubes and parts will play a part to conserve material and the programs of distribution now in effect and planned for the near future will insure the necessary items of maintenance for the radio of this country. This to the extent that at least one set per home will be insured, and that the corresponding broadcasting needs will continue to be met on the basis of the conservation measures already in force or about to be put in force.

Coordinated Program

The transmitting tubes for all radio service outside the military will be provided through a program of coordinated requirements, first for the military and then for these essential civilian services. But it will be necessary for the users of transmitting tubes to exercise with increasing effectiveness every reasonable means to conserve and extend the life of these tubes, so that the allotment of production allowed for these services will be adequate, and on the other hand, that we provide a maximum of these items for the direct military purposes.

The justification for measures of conservation on which we have received such fine cooperation is readily understood when it is considered how extensive and how necessary radio communication is to the armed forces. Through radio the Army and Navy operate coordinately and the United Nations are constantly linked in their fight against the Axis. Wartime developments in the field of radio are enabling the armed forces to see as well as hear. Wartime restrictions prevent elaboration but this will be one of radio's surprises for the post-war world.

Can Do Any Job

We would like to acknowledge the splendid cooperation which this office has received from industry. In fact, we believe that the radio industry in its engineers and management are capable of performing almost any job to be done in radio, if it is asked to do so. We should also like to express our appreciation for the understanding and the positive way in which the users of radio equipment in all the services have adapted their operations to the restricted supply of parts and have operated under the restricting orders, fully realizing the purpose of these orders and effecting their conservation provisions with a minimum of hardships.

This statement would not be complete if we did not indicate that we want further suggestions for the improvement of the operation of the program to continue to come in from interested people, for we know it is only by unified effort that we can achieve the best results.

WINX, Washington, has appointed the Walker Co. as national representatives.

W. A. AYRES
Chairman
Federal Trade Commission

Mr. Ayres

THE DESIRE of broadcasters and publishers to aid in the elimination of false and misleading advertising is noted in the annual report of the Federal Trade Commission for the past fiscal year which has just been submitted to the Congress. The report tells of the cooperation of the three nationwide network chains, 20 regional network groups, and transcription producers engaged in pressing commercial radio recordings, in addition to that of 841 commercial radio stations and more than 1,000 newspaper publishers and publishers of magazines, farm journals and trade publications.

Soon after the United States' entry into the war, some of the war agencies made prompt use of the system long established by the Commission for conducting comprehensive surveys of radio and periodical advertising on a continuing basis. Such advertising, including radio broadcasts, included any reference to the war, the war effort, war economy or war production, the armed services, the general public health or morale, price rises or trends, rationing, priorities, conservation of paper, rubber or other material, and other war-related subjects.

During the fiscal year the Commission received and examined copies of more than 1,000,000 commercial radio broadcast continuities. These continuities amounted to more than 2,000,000 pages of typewritten script and those examined consisted of 483,000 pages of network script, 1,500,000 pages of individual station script and more than 13,000 pages of script representing the built-in commercial portions of transcription recording productions destined for radio broadcast through distribution of multiple pressings of such recordings to individual stations. To the credit of the radio industry in general, it may be noted that less than 18,000 of these commercial broadcasts were marked for further study as containing representations that might be false or misleading.

If it appears to the Commission that a broadcast or published advertisement may be misleading, a request is made of the advertiser for all advertising literature used and the regular procedure of the Commission is then followed. This may result either in the closing of the case, if the questioned claims of the advertiser appear to be justified, or in corrective action by the Commission under its stipulation procedure, or a formal complaint.

There is a distinct trend observable on the part of the radio industry, as well as newspapers and publications, toward the elimination of fraudulent and misleading advertising and toward maintaining a high standard of ethics befitting our national dignity and power.

EMIL BRISACHER
President
Brisacher, Davis & Staff

Mr. Brisacher

OUR AGENCY is completing its most hectic, as well as its largest year. Hectic because our commitments throughout the year have been on a hand to mouth basis due to war's uncertainties. It has been our best year because it has been such a profitable year for our clients, practically all of whom, even though they have little to sell at present, are building ahead for the competitive post-war days.

The year ahead looks as though it might be a continuation of our accelerated 1942 pace, although it, too, is fraught with daily complications that threaten the actual existence of many businesses.

The earlier prospect of victory should help advertising. But 1943, like 1942, is unpredictable.

DON BELDING
Executive Vice-President
Lord & Thomas, Los Angeles

Mr. Belding

THE FORECASTERS who predicted that war would materially reduce radio advertising volume seem to be wrong. PIB figures for first ten months of 1942 show that network time went 8% ahead of 1941—radio's greatest year. The 10 months volume was $94,424,478 for 1942 against $86,006,773 for 1941.

Only three types of media are equalling or surpassing radio in 1942.

Sunday newspaper supplements for the first 10 months were 12% up.

The Confession type of magazines and the business papers advanced about the same as radio.

In the same 10 months period, magazines declined 5%, farm papers 5% and newspapers 6%.

From these figures it is rather evident that advertising as an industry is keeping on a fairly even keel, and that radio is a little ahead of the game in spite of the war.

No one knows, of course, just what's ahead, but if we analyze all the factors—experience of the last war—technological advances being put into production in the present war—the psychology of the business leaders as well as the public at large—the attitude of Government—the conclusion seems to bear out that advertising will at least maintain its 1941 average and possibly the 1942 volume.

In our own shop, present estimates show that our radio volume in 1943 should be about 10% ahead of 1942.

The greatest advance by the advertising industry during the past year was the splendid job done by the Advertising Council in bringing a better understanding of advertising to the various government officials and a full clarification of advertising costs in the general tax accounting picture.

This clarification was of tremendous importance and has paved the way for a full understanding of government as to advertising's place in the American economy—something which was little understood in many important government quarters prior to the Council's work and something which every man in advertising should be thankful for.

From these efforts of the Council radio, as all media, has profited greatly and will continue to profit in 1943 and the years to come.

MEADE BRUNET
Vice-President, RCA Mfg. Co.

Mr. Brunet

BECAUSE this is literally a radio war—a war in which radio communications, electronics and sound play a vitally important role—the radio industry is being called upon to put forth the greatest productive effort of its eventful history.

Every branch of the armed forces, and almost every phase of their operations relies heavily on radio and associated equipment for the speed and flexible communications that only radio can provide. On the home front too, radio is omnipresent in disseminating news and information, and in providing entertainment and relaxation for the entire nation.

The broadcasting branch of radio is making notable contributions to the war effort in many ways, some of which are unsung and unheralded. But these services are understood and appreciated by our country's military and civil leaders. They recognize that keeping our highly developed American broadcasting system functioning at topmost efficiency is of the utmost importance to the national morale. Nevertheless, everyone recognizes that first call on the nation's manufacturing, engineering, manpower and other resources must be on behalf of our far-flung fighting forces in the actual theaters of war.

Must Preserve Equipment

That means that broadcasters must rely upon traditional American resourcefulness and enterprise to maintain their services, despite all difficulties. With increasingly tighter wartime restrictions on replacement parts and vacuum tubes, stations will have to learn how to make the equipment they now have function longer. It's a patriotic duty as well as a requisite of survival to make the most out of equipment and parts now on hand. Broadcasting is important for national morale, but it is more important for national morale that we supply our Army, Navy and Air Forces with the equipment they need.

During the past year RCA has established a service for rebuilding certain types of broadcasting tubes in an effort to help the broadcaster. This is an example of how we may have to meet other replacement problems in the future.

From the very beginning of the war there has been an acute shortage of radio trained manpower. That is another reason why broadcasters must learn how to become more self-sufficient. We have had to tell our customers, that except in cases of extreme urgency, we could not spare this important manpower from their most essential work. We have asked them to write us when they must have help and wherever possible permit us to assist them by written counsel rather than by on-the-scene action. Stations are becoming increasingly more understanding and cooperative in this respect.

All-Out For Victory

Long before Pearl Harbor, the men and women of RCA pledged themselves not only to fulfill their responsibilities in developing and building war equipment, but wherever possible to *beat that promise*. Since then we have all re-dedicated ourselves to this pledge and are turning out vital equipment in ever increasing quantities.

When this, our biggest job, is done we shall be ready once again, a stronger, better equipped and sharper-attuned organization to pick up our peacetime role of advancing the liveliest and most promising industry in the world.

VINCENT F. CALLAHAN

Director, Radio and Press
Treasury Dept. War Savings Staff

IF THIS WAR has proved nothing else it has proved that radio is the greatest propaganda weapon the world ever has known.

Mr. Callahan

In addition, radio long since has proved itself the great mass medium of entertainment. This is more true now than ever.

But, beyond these facts, radio has — more than any other medium of communication —unified this country. Our President and other important officials of our Government truly have been able to "go to the people". Thanks to radio, their words—important decisions of our Government—have been brought with equal and immediate speed to the people of the United States in their homes, whether those homes be in crowded communities or in the isolated countryside.

And radio's ability to "unify" has been extended, beyond our country, to the hemisphere and the world of the United Nations. Witness, as an example, radio's splendid cooperation in our Good Neighbor policy.

Perhaps the war has emphasized the possibilities of radio, speeded these possibilities into actualities. But the peace which will follow the war will expand these first beginnings into facts which we now hardly can visualize.

Any discussion of radio today and in the future cannot overlook the tremendous achievements which the radio industry has made in connection with the War Savings Program. Overnight, the radio industry's power to reach the public with a message made the word "Bond" synonymous with "War Bond". The natural ingenuity and genius of radio did not allow itself to halt with a mere performance of the requests of the Treasury Dept. Instead, the radio industry —networks, affiliate stations, local stations, sponsors, advertising agencies—did what we requested and then went on to originate ideas and promotions which were a thousand times more effective. Not only that, the unselfish and patriotic wish of the radio industry to cooperate with the War Savings Program was manifested in an exchange, within the industry, of all these ideas and promotions.

Frankly, infinity is the only limit on what's ahead for radio.

C. M. CHESTER

Chairman
General Foods Corp.

IN THE WAR year ahead, many difficulties and emergency problems loom ahead for General Foods, as well as for many other established manufacturers. During 1942 we had plenty of headaches to overcome. There isn't much likelihood of smoother sailing in 1943.

Mr. Chester

However, we are not wearing indigo-blue glasses. We are determined to help win the war and to attain victory for our free way of life. After all, General Foods has a heritage of several war periods. A number of our food products divisions are pioneers—one dating back to before the War of Independence in 1776. Survival and steady growth, through various wars, have come with steadily improved products and public services.

Right now the food industry's major job is furnishing for military, civilian, and lend-lease use a world-beating volume of foodstuffs. To contribute to that, I submit, is General Foods' No. 1 job. While it is too early to report on earnings in '42, we have achieved a new record high in both dollar value and tonnage for the seventh successive year.

We have invested millions of dollars in scientific research. It has meant better products and moderate costs to the consumer. It aids us now as we encounter shortages in raw materials, packaging, and equipment. We are increasing our research staff. Already we have new items planned for the post-war market.

As you know, General Foods was a pioneer in radio broadcasting. We have felt that such advertising is profitable. General Foods has maintained, through advertising, consumer good will for its principal products, even though several have suffered war restrictions.

A recent survey among our 67,000 stockholders indicates that more than 88 in every 100 believed that the company's policy on continued advertising of its brands, the sale of which has been restricted because of war conditions, is "advisable," or "of some benefit". Only 6% felt it was "not advisable". Six percent expressed no opinion.

You ask what we expect for our business next year. I would not want to predict, in these unusual times. But I do expect many complications for our business and all business. We expect to face them and deal with them realistically as they arise.

BRIG. GEN.
ROBERT L. DENIG

U. S. Marine Corps

IN MANY WAYS World War II has become a war of radio. For never in the history of warfare has communication been so indispensable. Never has one means of communication been able to accomplish the tasks performed by radio.

Gen. Denig

On the battle line or along the home front, each day brings uses for radio. It has taken its place as a necessary weapon of warfare whether fought on land, sea, air or in the minds of whole nations.

Through the use of radio battles may be won or lost, planes shot from the skies or ships sought and destroyed.

As an instrument of propaganda radio has successfully displayed its ability to either strengthen or utterly demoralize whole countries.

In the Marine Corps, radio has as important a function as has a tank, a plane or a machine gun. Its tasks are many, its performance important.

It is entirely possible that in this new year to come the Marine Corps will present a new coverage of Marine activities to the people of America through the medium of radio.

Already Marine Corps Combat Correspondents are sending their thrilling tales of the Corps to the folks back home. It is only a step further to the extension of this to the broadcasting stations of the United States. Soon it may be possible for you to sit in your own home and listen to a Marine Corps Combat Commentator tell you about "the Marines at war".

Radio has played a large role in this past year of 1942. The new year 1943 will probably require an even larger role.

P. S. GATES

President
Gates Radio & Supply Co.

From a technical standpoint which, of course, our company is primarily interested in, being transmitting equipment manufacturers, we can see nothing but rapid, in fact, phenomenal advances in equipment technique for radio broadcasting stations in radio's future. In fact, radio's future will be radio today on the day peace is declared, because developments in communications, both by private industry and Army-Navy engineers have brought about unusual advancements in both the art of transmitting and receiving.

Tomorrow's radio broadcasting station will be much more economical to operate because new ways have been found to make smaller tubes do harder work, with actually improved tube life. New parts have been developed at a fraction of size and cost that are so far improved over the older costly and cumbersome parts both in design and performance that the original cost of new equipment in line with the improved performance of this new equipment will be nothing short of startling.

On top of this, the radio broadcast equipment industry has always been a specialized type of manufacturing. The approximately 850 stations did not allow setting up production lines, etc. However, manufacturing of large quantities of equipment for the armed forces has even developed in many cases semi or full production line systems on smaller unit quantities of manufacture, which results in more uniform production and most important of all, lower cost to the broadcaster.

Radio's future, in my opinion, is without question the brightest future of all, and this short period of marking time while disposing of the Axis is only a breathing spell before a big spurt ahead.

G. F. GLASSER

President
Glasser-Gailey & Co.

THE COMING year should be an interesting and definitely progressive one for radio, and it depends upon radio's own ability to adjust itself to changing conditions whether or not it will be an epochal or a critical one.

Miss Glasser

I thing we will see more and more advertisers coming to radio . . . types of products, businesses and services never before regarded as radio prospects. Already we have seen a great number of industrials come into radio and for the first time have seen radio used by the great aircraft companies, as a help-wanted advertising medium.

We will see radio being used more and more as a dealer coordination medium since tire and gasoline rationing and travel curtailment make it impossible, or at least not feasible, for manufacturers to contact their dealers as often as in the past.

I think we will see radio used more and more in an employe relations manner, particularly by big war production companies with thousands of employes and sizable labor problems confronting them. There will be more radio enterprises along the lines of the Wheeling Steel program.

I think we will definitely see the passing of the soap drama. In its place I believe we will see an entirely new radio development . . . the network participation program. In fact, in anticipation of this, we are now readying for network, a participation program which we have operated successfully on a local basis for the past two years—a complete merchandising plan called the *Homemakers' Club*, designed for food sponsors exclusively on a participation basis.

As more and more of our accustomed radio-advertised commodi-

Special

15-MINUTE SCRIPTS

To Win New Listeners

And Sponsors

A horse-laugh for the parking meter

THE YEAR'S BEST CHUCKLES

Script by James Harper

ook named Kitchen has chauffeur named Driver
Birmingham waitress named Pearl Harbor
Color blind interior decorator found
Soldiers dig foxhole; find fox
Triplett family has triplets
Soldiers lodged in home for infirm
City fines itself for blackout violation
Termites eat book called "Control of Termites"
Sergeant Wind works in weather bureau
Men painting "No Smoking" sign arrested for smoking
Crack Swimmer named Imer Swimmer
U. S. Rubber Company can't get tires
Gas rationing officer runs out of gas

Business wins the Army-Navy "E"

THE YEAR IN BUSINESS

Script by Elmer Walzer

War materials production
Consumer goods industries
Employment and payrolls
Inflation gap
Production after peace
Ceilings
Rationing
War financing
Market trends

Algiers welcomes the A. E. F.

THE WORLD AT WAR

Script by Joseph Edelstein

The Japs capture the Philippines
Singapore surrenders
The U-boat warfare
The A. E. F. lands in North Ireland
The battle of the Coral Sea
Darlan joins the allies
The struggle for the Solomons
The raid on Dieppe
Montgomery conquers Rommel
The allies land in Africa
The siege of Stalingrad

Lieutenant-General Mark Wayne Clark

THE AMERICAN WAR HERO OF 194

Script by Robert Vermillion

Lieutenant-General Mark Wayne Clark
Rear Admiral Daniel H. Callaghan
Major-General James Doolittle
Captain Eddie Rickenbacker
Lieutenant-Commander C. M. Wassell
General Douglas MacArthur
Lieutenant-General Jonathan Wainw
Lieutenant-Commander John Bulkeley
Major-General Claire Chennault
Captain Richard E. Fleming

A woman worker runs a milling machine

WOMEN IN '42

Script by Joan Younger

Wartime fashions
Salvage
Woman's war homework
The marriage boom
Women at work
The WAACs
The WAVEs
The WAFs
The SPARs
AWVS
Army nurses
Madame Chiang Kai-Ch
Queen Elizabeth
Mrs. Franklin Roosevel
Liudmilla Pavlichenko
Clare Boothe Luce
Oveta Culp Hobby
Mildred McAfee

America lines up for coffee

HE YEAR AND THE NATION

Script by Thomas J. Donohue

Industry goes all out

The people learn about rationing

The teen-age draft

The Normandie burns

The record tax bill

Nazi saboteurs arrive by submarine

Republican sweep in elections

The battle against inflation

Willkie tours the world

The Boston fire

Naval aviation cadets pick pears

THE YEAR AND THE FARMER

Script by Lee Hannify

Wickard asks biggest crop in history

The farmer labors shorthanded

Weather—the real hero of the story

Rural scrap drive

The fight for parity

Synthetic rubber and the farmer

The meat shortage

The Cardinals cop the World's Series

SPORTS IN FORTY-TWO

Script by Ralph D. Palmer

Sports in war

Cards beat out Dodgers

Underdog Cardinals win World Series

Joe Louis defends title for nothing

Boxing champs in uniform

Pro golf suspends for duration

Horse racing contributes $2,300,000 to war funds

War halts Pan-American Games

Football's mighty fall

Greer Garson and Walter Pidgeon in "Mrs. Miniver"

THE YEAR IN MOVIELAND

Script by Harold Swisher

Hollywood does its bit

The stars enlist

New film faces

The band tours

Salary ceiling hits Hollywood

The year's best shows

Mrs. Miniver breaks records

Cupid as usual

War films

For scale and importance of events, 1942 has been the greatest year for news in the nation's history.

Starting from the date of Pearl Harbor, the war hit America full on, shocking the country into drastic and deep-reaching changes in its outlook, work, way of life and relation to the rest of the world.

Now, as the year ends, United Press news experts select and sum up its most memorable and vital news stories for radio.

Their summaries will compose a group of nine special 15-minute scripts, covering all fields of interest.

Copy for the scripts will reach United Press radio clients over the 24-hour U. P. radio news wire by December 20th, for release any time thereafter.

There is no additional charge, of course. United Press is merely passing extra ammunition to its clients for winning more listeners and more sponsors.

The World's Best Coverage of the World's Biggest News

U.P.

WSPA
SERVING
SOUTH CAROLINA'S
TOP MARKET
SPARTANBURG
5000 W. DAY
1000 W. NIGHT
950 KC
COLUMBIA AFFILIATE
HOME OF CAMP CROFT
REPRESENTED BY:
George P. Hollingbery Co.

ties disappear from the scene through rationing and war needs, new advertisers, new types of products and institutional advertising designed to keep a name before the public and to build post-war business will take their place, and I believe that one of the most important functions of radio this coming year will be to do just that.

Commercial messages must be shorter, more sincere, more factual, more convincing. There is too much agitation against the "insults-to-intelligence" that have been passing as commercial announcements to be ignored any longer.

Publicity Idea

And in this connection I would like to make a suggestion to the radio industry in general. Why don't stations and networks launch a public relations campaign of their own, using available vacant time and program facilities to acquaint radio listeners with the fact that American Radio, with its big time shows, its Kate Smiths and Jack Bennys, its splendid music and entertainment, is *what* it is; instead of being dull, compulsory propaganda, *because* and solely because of the commercial sponsors? They should make people realize that advertising is the basis of American freedom of speech in radio as well as in the press, and that commercials, instead of being ignored or resented should be appreciated and *thanked*, just as any well-bred person is thankful to the person or meduim which brings him something valuable or enjoyable.

Yes, I think 1943 will be a big year for radio . . . and the brains and initiative which brought radio to its present development will successfully surmount any wartime "crises" that may arise.

Data Booklet

NEW pocket-sized handbook of frequently used mathematical formulas and other data for radio and electronics has been published by Allied Radio Corp., 833 West Jackson Blvd., Chicago (10c). Edited by Nelson M. Cooke, chief radio electrician, U. S. Navy, the book covers such topics as Ohms' Law, inductance, reactance, impedance, resonance, exponents, trigonometric relationships, logarithms, radio color codes, mathematical symbols, wire tables, formulas affecting meters and vacuum tubes.

LT. GEN. J. G. HARBORD

Chairman of the Board
Radio Corp. of America

Gen. Harbord

REAL FIGHTING is ahead. Wherever the battle lines are drawn, radio will be in the thick of the fight, for it is the lifeline of wartime communications on land, sea and in the air.

The war map today reveals that American soldiers, sailors and marines are lined up at more than 60 places on the worldwide fighting front. To unify them in communications is a mighty task. Without radio it would be a slow, almost impossible task. Every outpost, whether in jungles or on glaciers, no matter how remote, is linked to headquarters. American fighting men, almost a million of them, are focused in action by radio—the global lifeline of communications.

In World War I, the center of action lay in France. From that battlefront radiated the communication lines. Wireless was being given its first wartime test, but at no time did the demands upon it remotely approach those of World War II. In the intervening years, the development of the electron tube, of shortwaves and of many other devices and services of radio have tremendously increased the efficiency of communications. The result has been that in 1942 radio was ready to play the vital role assigned to it on the many far-flung fronts.

Radio now qualifies as the voice and ear of the Army Signal Corps, of Naval Communications and of the Air Corps. We have but to look at the global war map to realize the great importance of radio. Its definite assignments and achievements necessarily are military secrets. But when we compare the present demands upon communications with those of the first World War, it is easy to understand that radio's present role is a thousandfold more important. The airplane, the worldwide transport problem and blitz warfare, all of which call for utmost speed and efficiency in communication, have multiplied the demands and responsibilities of radio.

Within the past year—a year of tireless effort in the manufacturing plants—the men and women on the production front have given the American armed forces the finest radio equipment in the world. As the war rages into 1943, every American finds himself and herself linked in some way with the battle. There must be no let-up on the home front. Every day in the New Year must find production rushing full speed ahead to the battlefronts. Then, and only then, will the last battle end in our victory.

C. E. HOOPER

C. E. Hooper Inc.

Mr. Hooper

TWO THINGS are ahead for radio — new responsibilities, new opportunities. Any dark cloud which may appear on the horizon is man made and strictly temporary. This is not a hope or a dream. Rather this fact is attested to in the record. No other conclusion is possible from an interpretive analysis of radio's basic long-time trends of listenership. Numerous facts furnish the grounds for this contention which may be illustrated by two trends revealed in the continuous records we keep for the industry:

NEWS: Three years ago less than one hour per week of sponsored network time was occupied by 15 minute news programs. Since then seven hours per week have been added (with proportionate additions of less than 15 minute network units and other newscasts of a strictly local nature). Each new program has added new listeners. That is, it has made a place for itself without destroying the audiences to previously existing news programs.

Radio has not replaced the newspaper. Rather, the listener has added the newscaster to the newspaper as a source of news. The newscaster has brought timeliness, vividness, eyewitness realism and above all, personality to his news treatment. Currently he is discharging his war-born responsibilities to the letter, functioning in the face of a maze of restrictions and cooperating to the limit with our own Government's informational objectives. Radio has accepted this new responsibility. Radio can accept the opportunity to maintain the lines of global communications in the post-war world. It can keep the United States citizen who will know places and people personally from pole to pole informed hour by hour and day by day. This recently acquired responsibility of radio is indeed a lasting opportunity.

PLAYS: In the past three years the number of hours of sponsored net-

● The newest, biggest value in Southern California radio! The most powerful independent station in the West, KMPC gives unsurpassed coverage at minimum cost.

KMPC ★
LOS ANGELES ★ 710 KC
for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS

work time devoted to plays has approximately doubled. Here again the increase in opportunities to listen to additional theatrical presentations has not been at the expense of existing programs. The audience to individual performances of all plays has, in short, held up. The number of people in the audience to one of radio's "one night stands" totals many times the number that witnessed all of the performances of "Lightnin'," "Abie's Irish Rose", "Rain" or "Tobacco Road." Radio is, in short, currently and magnificently performing the function of supplying release and diversion to our wartime citizenry at home and, by short wave, to every front on the globe. Radio has developed and is developing its own techniques of adaptation, its own race of writers, dramatists and producers who are ever more successfully satisfying this age-old demand. Down through the ages drama has influenced as well as mirrored civilization. Since this is so, radio has acquired a tremendous responsibility. To supply the yawning maw of public demand represents another lasting opportunity.

Radio, itself, is yet too young to have received more than superficial attention by the sociologist, but radio practitioners, through the projection of radio's own records of listenership, can see ample evidence that its future scope can still expand to a degree not equalled by its strides since the days of the crystal set. The post-war importance of radio in reconstruction and uniting the world will be tremendous, and it will find radio prepared to carry that heavy burden.

KIRBY HAWKES
Creative Head of Radio
Benton & Bowles

I BELIEVE that radio advertising has, by this time, more or less found its level, and that a great majority of the shows now on the air will remain on through 1943. Naturally, some agencies, by the very nature of the products they advertise, have been harder hit than others.

Mr. Hawkes

Benton & Bowles has, I think, been reasonably fortunate. We lost a couple of shows last year because of priorities, but have acquired a couple of new ones to take their place. With radio playing such a vital part in the war effort—it is, after all, the greatest medium for information, education and propaganda developed in the history of the world—the Government is bound to encourage commercial advertising to continue using this medium.

It has undoubtedly done a superb job so far and will, I am sure, continue to do so. Our own show *The Prudential Family Hour*," to cite but one of many possible examples, devotes one-third of its time to furthering the war effort.

As for new technical developments in the year to come, there is no doubt that the radio industry must be making them. However, I am pretty certain they are being absorbed by the war, and that the civilian world won't benefit from them for the duration. When peace comes, then will come a great flood of marvelous technical developments to amaze us all.

LT. COL. E. M. KIRBY
Chief, Radio Branch
Bureau of Public Relations
War Department

IT IS BOTH a trivial and tremendous thing to say simply: This is a radio war.

Col. Kirby

Radio, *the instrument*, gives commands to planes and tanks and foot soldiers. It conveys intelligence, weather, guides our planes to safe landings, and targets enemy installations to their final destruction.

Radio, *the force*, links the fighting front with the home front, our allies one with another. It penetrates barricades of space and steel to arouse conquered peoples to the call of liberation.

Radio now has become a common denominator for mankind. Through it, men everywhere are beginning to speak the same language. And men who speak the same language know one another and understand one another's intentions, be they good or bad.

There will come a time when an Englishman will know what we mean by a "jerk", and we in turn will know what they mean by a "twerp". There will come a time when a liberated Dutchman will tell our wives how to grow tulips, and when a Texas cattleman shares experiences with an Australian sheep-herder. There will come a time when there will be an international *Farm and Home Hour*, and an international *Hit Parade*, as men and women the world over dance and sing each other's music and experience emotional reactions from the same program at the same time.

Radio Points the Way

There will come a time when radio will sit down at the conference table and enable the men and women of every nation to have a voice in the pattern of peace that we are fighting for.

Right now our job is one of war, but it is proper to look ahead to see where we are going. Radio is pointing the way. And new responsibilities will be imposed upon it, that it not become a twentieth century Tower of Babel, speaking in many tongues and in many confused voices. It must speak with the voice of unity and of understanding. It must aid and abet an economic and social structure now a-building out of the ruins of war.

More immediately, let us look at American radio close up and examine what it is doing now to see what it may further do to round out its already excellent war record.

Seldom a day goes by but that the newspapers run pictures of anxious wives and mothers seated beside their radio waiting for "the word". The American family, with some seven and one-half million of its sons in the armed forces, turns to radio, hungry for news about

WSIX
NASHVILLE

It's TENNESSEE in Forty-Three!

Blue
STATION

Unprecedented business and industrial activities in the Nashville area, as shown in year-end summaries, are going right ahead at the same intense pace into the new year.

Nashville's metropolitan market, augmented by bustling army camps and war industries, plus a large rural audience, is yours via WSIX.

Here's one station that belongs on any important schedule. Book it now!

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
980 KILOCYCLES

them and the day-by-day progress of the war. This is radio's most serious and profound mission: The broadcasting of war news and information.

News All Important

No single individual in broadcasting has a greater responsibility to the country, to its fighting sons, and to his own conscience than has the news broadcaster. The spreading of undue alarm, or the building up of false confidence in exaggerated evaluations of local military successes or reversals is a disservice to the war. To making of personal predictions which may, by some happenstance, coincide with a military movement already in progress and thus call the attention of the enemy to a possibility that has been carefully shielded from him, is a practice fraught with danger to American lives, and sorely needed equipment, which may be lost as result of premature disclosure.

There is a trend growing among radio stations to pay more attention to better timing and spacing of commercial spot announcements which follow the announcement of war news of transcendent importance, or which follow the utterances of some leader of the war whose every word is hung onto by a public eager to learn the facts and act upon them. Nothing is more jarring to this writer's ears than to hear a Churchill roundup and exhortation followed by a jingle-rhyme. Many stations have found that by spacing the spot a few minutes later they are able to more effectively discharge their economic as well as their public service mission. They are to be congratulated.

The War Department is grateful to stations, networks, sponsors, agencies and talent for their unfailing cooperation. It cannot be recalled that there has ever been a time when the War Department was confronted with the necessity of reaching the public by radio that its request for cooperation was ignored. In fact, the reverse is true. Radio is coming to the Army asking for new opportunities for service. And we express our appreciation to the Radio Bureau of the Office of War Information, which is doing a tremendously complicated and needed job of coordination for government radio, in a manner most sympathetic, efficient and cordial.

Looking ahead, we believe it safe to predict that a new dimension to war coverage will come about with the introduction of front-line combat-zone reporting with which we are experimenting. No further announcement of this will be made until after tests in the field satisfy certain technical and military elements which are required.

It has been a memorable year. 1943 will be even more memorable.

NBC News to Mexico

SPANISH newscasts are transmitted daily by NBC for the exclusive use of XEW, Mexico City, and its 41 Mexican outlets, also affiliated with NBC's Pan American network. The ten-minute news periods are presented by Ken Smith and Ignacio Carral, announcers both well known in Mexico.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION KRIS CORPUS CHRISTI, TEXAS

1000 WATTS *1360 Kc.* *NBC BNC MBS*

Corpus Christi on the Texas Gulf Coast is a spectacle of growth. Population increased 106.6% from 1930 to 1940 — and 52% in 1942 over 1940. Now 101,400 residents in the city zone!

Additional thousands are stationed at the naval air base (world's largest) and 3 auxiliary air fields within the city zone.

Primarily the KRIS market owes its tremendous expansion and high-level incomes to oil (over 10,000 producing wells in KRIS area pipe oil to Corpus Christi), manufacturing, shipping and agriculture. 1941 Retail Sales estimated at $305,767,000. *Only* KRIS covers this ranking Texas market . . . buy it in combination with KXYZ, Houston . . . at 10% discount!

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

FREEMAN KEYES
President
Russel M. Seeds Co.

RADIO advertising during its first war year clearly demonstrated its integration into the war effort. And every effort must be exerted toward that one objective — winning the war. Through the building of morale, through providing entertainment for the troops abroad and through dramatizing vital government information for mass audiences radio advertising has contributed materially to the war effort. Institutional trends plus the recognition of advertisers that their most valuable possession is their brand name which has developed consumer acceptance over a period of years—these factors augur well for the continuation in 1943 of the achievements of radio advertising in the year just past.

Mr. Keyes

However, as we go into 1943 many of us on the agency side feel certain operational readjustments should be effected in the industry. There is a definite need for the establishment of uniform rate and discount structures, copy rules, which should include uniform standards as to number of commercials in a quarter-hour period, rules governing hitch-hikes, etc. Now that radio has realized its potential, it's time to formulate definite standards so that we in the agency business who place millions of dollars annually in spot advertising can better service our clients and the radio industry as a whole.

Because of war conditions most agencies are operating with a limited personnel and with the frequent turnover of personnel agency. Problems are multiplied by lack of consistency on the part of radio stations to set up definite standards of acceptance and rate structures. After a spot campaign is planned, copy written and placed, it requires a liaison officer of no mean ability to fit the campaign into the hundreds of definite requirements laid down by the stations.

Radio in the past could be excused for some of its administrative shortcomings. We all know that radio has done a tremendous job and that within the last few months it has surpassed other media in national account billing. However, conditions must be remedied if we are not to throttle spot business in 1943.

The manpower shortage is a most acute problem, not only for radio, but for most other businesses. The personnel turn-over has been exceedingly high. To meet this problem, many stations are now employing women, and the universal experience has been satisfactory. It has been found that women learn more quickly and do a better job than men above the draft age. Stations realize the seriousness of the problem, are cooperating in establishing schools, helping in every way to train personnel, and, although the problem will remain acute, it is believed sufficient trained personnel will be available.

Radio enters 1943 determined to embrace the opportunity and fulfill the obligation placed upon it by the Government and determined to prove the soundness of the Government's policy. I am sure the broadcaster is conscious of the important part he is playing today and also of the importance to radio that he measures up to the obligation placed upon him by the Government. Undoubtedly we shall face many problems in the coming year, but with a sound government policy and appreciation of their obligation on the part of broadcasters, I am sure radio will add greatly to its stature by its 1943 performance.

WILLIAM B. LEWIS
Chief, Radio Bureau
Office of War Information

IN THE FIRST year of this war, America's radio industry was quick to shoulder its responsibility of relaying vital war information and war messages to the listening public. The Office of War Information has nothing but praise for the way free radio has volunteered its services in the mobilization of America for war.

Mr. Lewis

We look ahead, in 1943, to an even greater degree of radio coordination and more efficient utilization of the facilities placed at our disposal. Above all else, we are anxious for the radio industry to do nothing that would in any way lessen the vast listening audience it now commands. We want those millions available, ready to be reached with important war messages whenever the occasion arises. And, at the same time, we want them to find in radio the relaxation and entertainment which is indispensable to a nation that works and fights so hard as America does.

We see, during 1943, an intensification of war messages from a qualitative standpoint. This will mean a *reduction* in the actual number of messages broadcast, but constant improvement of their effectiveness and audience impact. Quantity, as we now know, is dangerous.

It leads to listener fatigue and can lose much of the available audience. Fewer messages, better written and more skillfully presented, are the key to increased results. We shall need, too, more surveys and checks of listener reaction to assure that our war messages are finding their mark and bringing action.

We hope that in 1943 all individual stations, networks and advertising agencies will redouble their efforts to present necessary war information in new, more effective terms. Casual treatment, routine announcements, lukewarm presentation, inaccuracies are worse than nothing. This is a time for initiative, for hard-hitting words. Let's use both.

The radio industry has a reputation for getting things done. The first year of its first war has enhanced that reputation. If this is everybody's war, radio has certainly been carrying its share—carrying it with an aggressive competence that again asserts the superiority of free enterprise by which our nation has grown great.

LELAND P. LOVETTE
Captain, U. S. Navy
Director, Office of Public Relations

IT HAS OFTEN been said that the only way to learn about war is to fight a war. If this be true, the American radio industry should be highly commended for meritorious conduct in its first full year of operations under wartime conditions. Throughout 1942, radio has been ever eager to add its effort to our fight.

Capt. Lovette

Yet in a very real sense, the broadcasting industry of this country was already a seasoned war veteran when the Japanese attacked Pearl Harbor. Its microphones were witnesses for history at the funeral of Hindenburg, with an upstart politician named Hitler ever-present in the foreground. Up through the years since then, radio has allowed American millions to listen to history as it was being made—the Austrian Anschluss; the sound of gunfire on a battlefield of revolutionary Spain; the hysterical clamor of the mobs underneath the balcony of the Palazzio Venezia; the march into Czechoslovakia; the Fall of France; today's news from our own armed forces.

In 1943, radio will do even more to aid our war effort. That has been radio's record since its beginning—each year to better its own accomplishments. This will mean an even greater measure of cooperation with the aims of our country's armed forces. Needless to say, the Navy will continue to share in this cooperation, with a continuing benefit from radio's rich store of talent, initiative and patriotic spirit. And for radio's many contributions, the Navy and the country will continue as a debtor to the entire broadcasting industry.

ELMER G. MARSHUTZ
President
Gardner Advertising Co.

AT 2:26 p.m., Sunday, Dec. 7, 1941, radios all over America carried President Roosevelt's flash that Pearl Harbor had been attacked. From that moment on, radio had gone to war. A year has now passed since Pearl Harbor, and radio can point with justifiable pride to its part in the national war effort.

During the first weeks of war, a great many people wondered whether or not the American system of broadcasting could survive. There were rumors of censorship; rumors that programs would have to be radically changed to meet the national emergency; rumors that advertiser's messages would incur the wrath of the masses; rumors that humor was out; rumors that humor was in; rumors that spies would be using the networks to get secret code messages to U-boats; rumors that talent would be afraid to carry on in fear of being labeled "slackers"; rumors that the Government would take over the radio, lock, stock and barrel and unleash upon the people a flood of propaganda.

Despite all the rumors, more people listened in on more radio sets than ever before. For radio was quick to adapt itself to the needs of the people and the needs of the times.

And Then Censorship

Censorship was set up, but the kind of censorship you and I would demand. Beyond that, radio has gone on selling goods, entertaining millions, functioning as liaison between the Government and the people, publicizing the whys and wherefores of what we had to do, and do quickly, on the home front. Talent has carried on to give comfort and a smile to the stay-at-homes, and has gladly accepted its job of entertaining, in person, hundreds of thousands of the armed forces at camps.

Radio, like any other industry, has stepped up its production in the first year since Pearl Harbor . . . and it will so continue in the year to come. There will be no rationing of the national usefulness that is radio.

DAN B. MINER
President
Dan B. Miner Co.

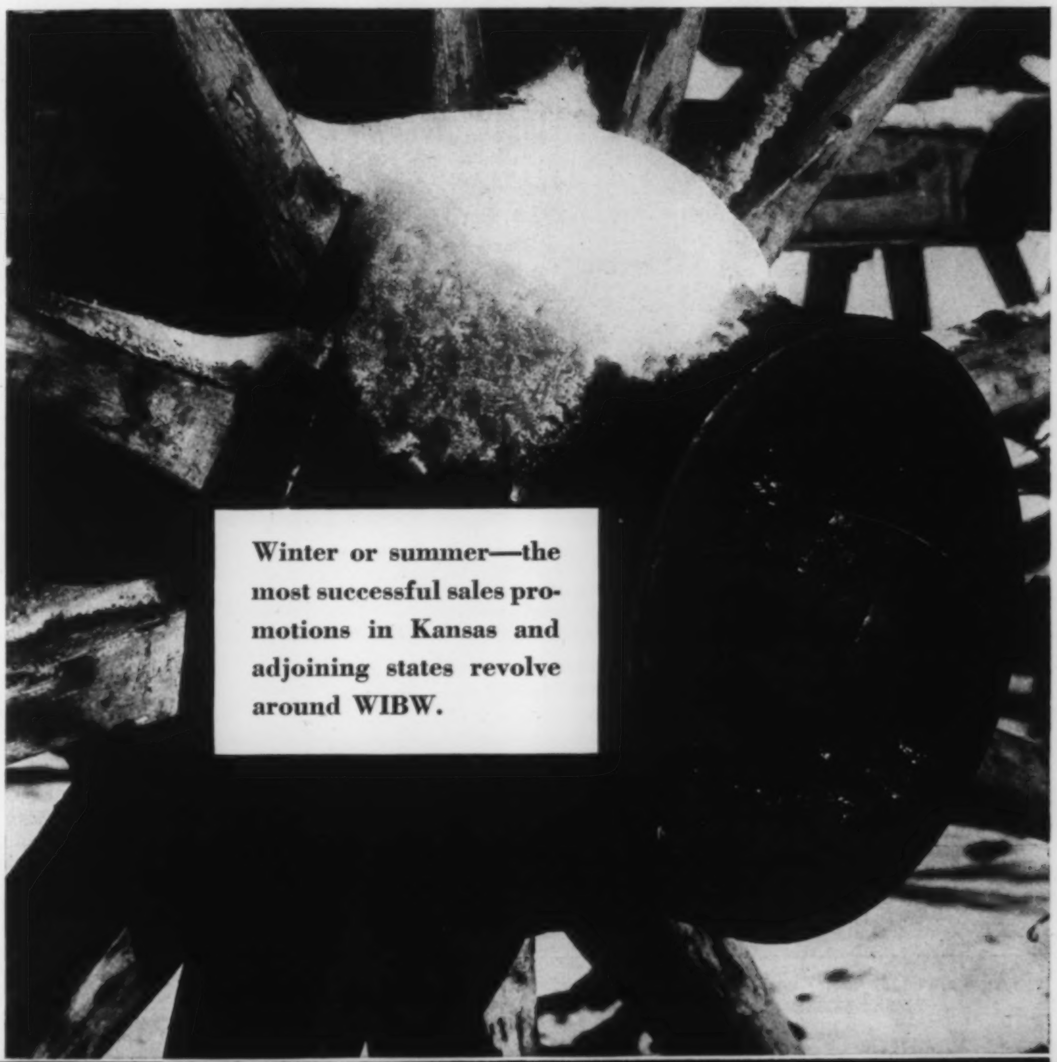
ALICE in Wonderland learned that standing still actually means going backward — and that one must run fast even to stay in the same place. That is true of any business, and particularly the advertising business. While the war has dealt a hard wallop to many an account and appropriation, that very fact has called for harder work, deeper thinking and longer hours in order to "stay in line".

Mr. Miner

It is certainly so with this agency. The year 1942 has been a good one with us, and appropriations for next year show substantial increases. Activities on our important accounts embrace all media—newspapers, magazines, radio, trade papers, outdoor, street cars and buses — with particular emphasis being placed on the merchandising program. Our billings for radio during the past year were larger than those for any previous year, and will show a further substantial increase during the year ahead.

It is easy to become blatant and cite "Sanford and Merton" mottoes on how business should be conducted today. Times are changing faster than the colors of a chameleon on a Scotch plaid. Nevertheless, the old principles still do obtain. And those of us who remember the businesses that came and went after the last war—particularly "went"—will bear this out.

To meet—or to avoid—the tax situation, many concerns during that period advertised for the first time; and the gods of advertising wept over the sad perpetrations committed in advertising's good name. Other concerns stopped advertising altogether — and many once proud names now repose with



Winter or summer—the most successful sales promotions in Kansas and adjoining states revolve around WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

the Day & Martins and the Sapolios. By the same token, many hitherto unheard of concerns stepped into the advertising columns in a small way, and have been growing consistently and safely ever since.

Moral: It seems important that concerns which have spent good time, effort and money in advertising should at this fighting period continue to keep their names alive. Yes, we'll use the old bromide "Keep the name before the public". It takes a lot of extra power to start up a stalled train, and even though speed and momentum may eventually pick up, lost time and distance *never* catch up. The concern willing to protect its good name by advertising in "off" times will keep momentum from dying down, and in time to come will continue at full speed along the main line of success, while the businesses that halted in their stride will be slowly (if at all) making the way stations on the spur lines.

As usual, or unusual, business must go on. Advertising is more than the power of business today; it is insurance for the future. It is the outward and visible sign of a concern's goodwill. And goodwill is the *character* of a business, developed over a period of time; established through integrity of purpose, quality of product, and happy relationships with other businesses and people. It is not an overnight production. It is a slow growth, germinated and fostered by square dealing. Left to itself it perishes. Nourished, it perpetuates and enhances itself. And that calls for keeping the advertising alive.

DIRECTIONAL
OVER
METROPOLITAN
NEW YORK

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE *Buy U.S. Bonds Today!*

JOHN H. PLATT

Director of Advertising
Kraft Cheese Co.

Mr. Platt

LIKE MANY another institution developed in time of peace, radio broadcasting as we know it in America is now undergoing the stern test of wartime necessities.

It helps keep us the best-informed people in the world. By providing bright, refreshing entertainment, it aids in maintaining the morale of our armed forces and of civilians at home. It helps mobilize our people for the daily tasks necessary to win the war by giving publicity to war bond drives, campaigns for the Red Cross, USO and similar organizations, and other urgent matters of public concern.

The advertisers who have been so largely responsible for developing broadcasting are, I feel sure, keenly aware of its added responsibilities in wartime. They cooperate to the full with the government in airing announcements of current interest. They are eager to preserve broadcasting as a potent educational force, an outstanding medium of public entertainment and a practical means to shape and guide buying habits both now and in the future.

Problems Born of War

At the same time, many advertisers face new problems born of the war. The Kraft Cheese Co., for example, is furnishing great quantities of food products for the armed forces and lend-lease. Civilian demand for its products has greatly increased. Some Kraft products are restricted by rationing, while others, in spite of increased production, must be allocated first of all for war needs and thus are no longer available for unlimited consumption by civilians.

Without attempting to lay down a general rule, it should be pointed out that Kraft is planning to maintain its two outstanding entertainment programs on the air—the *Kraft Music Hall* with Bing Crosby which, after the first of the year, will be broadcast in a streamlined, half-hour version at 9 p.m. (EWT) each Thursday over NBC stations; and *The Great Gildersleeve* each week in its present spot.

As a vital medium of information and entertainment, and as a means for the quick dissemination of news and important public pronouncements, radio seems destined to play an increasingly important role in the life of the American people and the peoples of the world—binding them together in a common understanding for human progress. Accordingly, its effectiveness as an educational force and as a channel for carrying advertising messages will be maintained and increased. This greater field for radio is at the same time an opportunity and a responsibility for those who use it wisely and well.

COL. DAVID SARNOFF

President
Radio Corporation of America

Col. Sarnoff

RADIO, in every phase of its activity, has only one aim beamed into the future—to serve the nation and to do everything in its power to help win the war.

The unprecedented achievements of scientific research and engineering, of production, of worldwide communication and domestic broadcasting, throughout 1942, supply the best answer to "What's Ahead for Radio?" That answer is Victory for the United Nations.

A new era of peace will follow, in which the men of science will devote the results of their wartime research to develop new and useful products. But until the war is won and the peace made secure, all branches of radio will operate with continually intensified effort under one call letter W-A-R.

J. H. RYAN

Assistant Director of Censorship

Mr. Ryan

JUST A YEAR ago today as this is written—on the 19th of December 1941—the Office of Censorship was established. One of the outstanding contributions that the broadcasting industry of the United States has made toward the war during this year has been its operation of voluntary censorship, a system unique and never before tried in time of war. This system recognizes the stations themselves as their own censors. The Office of Censorship at its inception, drew up a list of rules or regulations, called a Code, and asked the broadcasters to measure all broadcast material with the suggestions carried in this Code, to the end that nothing of harm to the war effort of this country, or of aid or comfort to the enemy, might be released through domestic broadcasts.

The response has been eminently satisfactory. It could not have been otherwise, for if voluntary censorship failed, something would have to take its place that would be very much more restrictive on one of those freedoms for which this war is being fought.

What is ahead in censorship for 1943? With large American forces scattered throughout the globe, with the tremendous task of supply and the greatly accelerated production in the factories at home, the need becomes all the greater for everlasting vigilance, that none of those facts that the enemy desires so much to learn will be revealed, even inadvertently. This requires that every one of us, censors all, must be even more keen on the job this next year than we have been to date. After a year of training we should not make very many mistakes in 1943.

The Office of Censorship strives to keep its Code up to date and for that reason there probably will be a revision published in January. As in the case of the June revision, the changes will not be fundamental, but will be such as to put into practice the experience already gained.

So, let's all of us make a real accomplishment of an unpleasant task!

WALTER SCHWIMMER
Schwimmer & Scott Adv. Agency

THE WAY business looks at Schwimmer and Scott, we can confidently say that there will be an excellent billing for the first three months of 1943. After that, what will happen is in the lap of the gods. My guess is that the second three months period may see fair business from an advertising viewpoint, although extenuating circumstances may change this picture upward or the reverse.

Mr. Schwimmer

After that, what may happen is extremely difficult to determine. Most people tell me that the last six months will see advertising taking a tumble and this may very likely be the case. The only arguments I can advance against this are the following:

(1) When business zoomed the early part of 1942, we all expected a sharp decline in the summer and fall of 1942. Nothing like this happened. 1943 could conceivably follow this pattern, although to a lesser degree.

(2) A substantial percentage of advertisers are very advertising minded even though they don't have much or any merchandise to sell. Their reasons are obvious.

Taking the entire year as a whole, a pretty fair estimate is that most aggressive agencies will show a profit and keep their heads above water. In exceptional instances, some agencies may do very well. These will be agencies with accounts not affected by priorities or with accounts who are very institutionally inclined. The very large agencies and very small agencies will be the ones most affected.

However, I must frankly confess that if the last six months are good, I will still believe in miracles and the Chicago Cubs.

Newsmen at Film Debut

WAR CORRESPONDENTS and news analysts took part in a broadcast on WHN, New York, Dec. 23. from the Lobby of the Capitol Theatre, New York, where Noel Coward's latest film "In Which We Serve", had its world premiere under the auspices of the Overseas Press Club. Lowell Thomas, president, officiated. Speakers included: Wythe Williams, WHN; Raymond Gram Swing, BLUE; H. V. Kaltenborn, NBC; William Shirer, CBS; Upton Close, NBC; Waverly Root, WINS; George Putnam, WABC.

LAWRENCE L. SHENFIELD
Vice-President
Pedlar & Ryan

IN 1943 radio offers to the sponsor, to the advertising agency, to the artists, to the networks and to the Government the greatest opportunity for cooperation and understanding that has ever been offered by a medium. For suddenly with war has come full realization that radio, the advertising medium, has been transmuted into a vital agent for public information and public understanding to further our war efforts. The sponsor, confronted with shortages, priorities, rationing, tremendous taxes, shoulders the burden of maintaining his valuable radio franchise in the face of mounting merchandising difficulties.

Mr. Shenfield

The advertising agency grapples the problem of gearing its programs to the tastes of a nation at war, and with the task of furthering the war effort with convincing production of Government messages allotted to its sponsors' programs. Stars and artists face the strain of delivering the highest level of entertainment of which they are capable, while sacrificing time and energy to bring live shows to the camps here and to fighting forces in foreign lands. The networks and stations which have set such magnificent standards in staging brilliant war information programs must bend the conceptions of future programs to the inevitable mental changes of a nation at war.

And the Government, which through admitted successful results of its projects has proven to itself the enormous informational value of radio circulation, should do everything in its power to encourage continuance on the air of the scores of sponsored programs and the valuable networks, which together have put thirty million radios in the homes of America, radios that are listened to eagerly by all members of the family day and evening. 1943 will test severely a brilliant advertising medium, but 1943 will test, also, an invaluable ally for winning the war.

Jap Flag for Bonds

A BLOOD-STAINED flag captured from the Japanese Aug. 21 at Guadalcanal and sent to United Press by Robert C. Miller, UP correspondent, brought in nearly a half-million dollars in War Bonds at a recent auction on the CBS *Hobby Lobby* program. The flag was won by Kensington High School in Buffalo. Colgate-Palmolive-Peet Co., Jersey City, sponsors the show. Ted Bates Inc., New York, is the agency.

SALES POP UP
WSPD
5,000 WATTS
A FORT INDUSTRY STATION
1370 K. C.
TOLEDO
OHIO

TOLEDO Listeners have what it takes to buy what you have to sell and a program over WSPD is the way to get'em to do it.

A Fort Industry Station . . . You Can BANK on it.

HASSEL W. SMITH
Radio Director
Botsford, Constantine & Gardner

OUR BUSINESS came through the first year of war much better than we anticipated. True, there were some casualties over which neither we nor the clients had any control. But we secured some substantial new accounts and several old accounts increased their budgets. Merchandise in many lines has remained more plentiful than was anticipated, when we considered the picture in the spring of 1942. New accounts were created by the war program itself. Our radio expenditures were way ahead of 1941.

Mr. Smith

Looking ahead at this time is very much the same problem that we faced in January and February this year. However, it is even more certain now that necessary government controls will affect advertising more adversely in 1943 than it has in 1942. Bigger and better shortages are just ahead. Bigger and better government controls are just about to be announced. All of these things make business managers more hesitant to commit themselves for the immediate months ahead.

Therefore, I think radio plans—all advertising plans, if you please—will get a slow start in the new year. There will be some easing up in the spring when certain businesses discover that they have more to sell than they expected. Then agencies will do more thinking about firms helped by the war. Many of these accounts will start new advertising, including radio programs, with an institutional flavor.

Spot radio for the real selling effort will come in for a lot of attention, because it is so flexible. Overnight plans can be revised, if necessary, without too much of a headache.

The radio audience should increase and listening hours should increase. That makes radio a mighty good choice for 1943, even though budgets are curtailed.

Atmosphere

TO ACCOMMODATE servicemen wishing to send home snapshots of themselves in a Hollywood setting CBS, that city, supplied necessary photograph props for two days during the holiday season. Marquee in the networks forecourt lettered "Merry Christmas from Me in Hollywood" and a six-foot microphone were background of the photo gallery. CBS employes stood by to operate service men's cameras.

This
NEW
YEAR
make every second count
to win the war,
to hold the peace . . . —
forevermore.
WHN
NEW YORK

RAYMOND R. MORGAN
President
Raymond R. Morgan Co.

ONE YEAR of war has upped our radio billing about 50%. Contracts now in hand indicate another 50% increase for 1943. We know that merchandise is going to be short. But the supply of radio ideas is going to be shorter. There always was and always will be a waiting and eager market for radio ideas that really work. 1943 looks tough for the old stuff.

Mr. Morgan

Few new funnymen are coming along, and those on deck cost a lot of dough for advertisers who are short of raw materials, containers and gas ration books for salesmen. Daytime groaners will find it increasingly difficult to ladle out endless hours of synthetic tragedy. This because the world is sick with the greatest tragedy of all time, and it's the genuine article. Imitators who climbed on the quiz bandwagon after the first few hot shot originals hit the air, are finding listeners fed up and soldier contestants of doubtful value.

Newspapers that thought they were fat ducks and could ride without new ideas, not for lifetime, but forever, are sagging. Magazines that rehashed the same dull and dismal grist are nosediving. The outdoor boys aren't thriving, because it takes tires to get out there and you can't see a guy watching the Fords go by from a 24-sheet in a dimout. That's the cue for radio to shake off some shibboleths and turn in the greatest volume of business for 1943 the industry has ever known.

EARLE PEARSON
General Manager
Advertising Federation of of America

THE FIRST responsibility of radio is to serve the public. That holds true in peacetime as well as in wartimes, but is especially important in times of emergency, more specially a total war in which everything we have is at stake.

Is radio helping to win the war? Certain it is that it is performing a valuable service in this gigantic effort in which we are all engaged.

The measure the public will place on the value of radio depends, as I see it, upon radio's efforts in helping to win the war.

Radio's future is so largely dependent upon public support that that should be its first consideration. If it offends the public, its future is retarded. If it serves the public and serves it mightily, it need have no worry as to the future.

In this critical time, the country needs the help of every agency that can serve in the war effort. So long as radio serves, and the extent to which it serves, will be the measure of public acclaim and support.

LEWIS ALLEN WEISS
Vice-President, General Manager
Don Lee Broadcasting System
Executive Vice-President, MBS

BECAUSE it is more closely geared to the tempo of modern warfare than any other medium, radio broadcasting has taken the impact of this war in its stride. In fact, the war has provided radio with its greatest opportunity for a full expression of its public service, convenience and necessity, and American broadcasters have certainly responded to that call in full and satisfying measure.

Mr. Weiss

Notwithstanding the contribution of about 15% of our total time to the needs of the armed forces and the other agencies of the Government, we have contributed an even greater percentage of our technical personnel to the Army, Navy and Marine Corps.

With this substantial stake in the war effort, we have still managed to maintain an intelligent balance in our program structure and serve our advertising clients with greater resultfulness than ever. As a logical concomitant of this latter fact, our income has kept comfortable pace with our increased operating costs so that our economic equilibrium is likewise being maintained without governmental or other assistance.

In view of the foregoing experience, I am satisfied that radio broadcasting, under the system of free enterprise and private ownership, can face the future with complete confidence in its ability to meet and fulfill whatever opportunities for service and responsibilities that the coming year may have in store for us.

H. N. WILLETS
Manager, Commercial Radio Contract Services
Western Electric Co.

WHEN the bombs fell at Pearl Harbor the war production wheels of Western Electric were already rolling. The transition from peacetime manufacturing to a war footing had started six months before when President Roosevelt declared a state of national emergency. When war was declared, plants were already hard at work producing radio equipment for ships and tanks and planes.

Mr. Willets

The year 1942 has seen a great intensification of this effort. Employes in the plants have increased from 60,000 to 75,000; total production has stepped up more than seven times that of 1941; all the Company's vast resources of engineering skill, research facilities and manufacturing knowledge have been devoted to the vast communications requirements of our No.

1 wartime customer, the U. S. Government.

As a result of this all-out policy, it has been necessary to cut the production of commercial radio equipment to the minimum. Broadcasting units, speech input equipments, microphones, vacuum tubes, crystals which once went to our friends in the broadcasting field are now shipped to the various branches of the armed forces. Tank radios, plane command sets, and many equipments of a secret nature have taken precedence over peacetime products. The year 1943 promises to call even more heavily upon us to supply vital radio equipment for the fighting fronts.

Grave shortages in equipment for home consumption have been inevitable. Nevertheless, we have cooperated with our associates in the broadcasting field in filling their needs to the fullest possible extent allowed by Government regulations. We are glad that we have never been too busy to give attention to the broadcasting engineers who come to us for advice. To aid in the conservation of equipment no longer replaceable we have issued suggestions on maintenance, an example being the information disseminated on a circuit to recondition vacuum tubes.

Working under the pressure of the first World War, Western Electric engineers made discoveries which led to the great radio industry of today. In this war also, technical advances are being made in Bell Laboratories which will open new horizons in radio when victory is won. Even with our energies concentrated on the war effort we are keeping in mind and anticipating the time when these new facilities will be available to the broadcasting industry.

Canadian Radio Group Heads Talk Manpower

MANPOWER PROBLEMS featured the recent annual meeting of managers and commercial managers of the Taylor-Pearson-Carson stations in western Canada. Meeting in Calgary, Alta., the group made recommendations on manpower and other subjects for the forthcoming annual session of the Canadian Assn. of Broadcasters. Talks were presented by V. L. Stewart of Stewart-McIntosh, Vancouver advertising agency, and representatives of *Press News*, *Canadian Press* subsidiary, and British *United Press*.

Attending the conference were Harold R. Carson, CFAC, Calgary; J. M. Taylor of T-P-C, Calgary; Gordon Henry and Walker Blake, CJCA, Edmonton; F. E. Elphincke and Spencer W. Caldwell, CKWX, Vancouver; B. Peary, CJRM, Regina; Norm Botterill, V. Staples and W. Watson, CJOC, Lethbridge; Gerry Gaetz, CJRC, Winnipeg; Bert Cairns and Fred Shaw, CFAC, Calgary; H. Crittenden and Bob Buss, CKCK, Regina; Waldo Holden, CJRC, Winnipeg; Jim Alland, CJCA, Edmonton; Guy Herbert and M. McGuire, All-Canada Radio Facilities, Toronto; P. H. Gaynor, All-Canada Radio Facilities, Winnipeg; John Baldwin, All-Canada Radio Facilities, Vancouver; Cliff Dowling, BUP, Toronto; Sam Ross, PN, Toronto. Absent were M. V. Chesnut, CJVI, Victoria; F. V. Scanlan, CJRM, Regina; Art Nicol, CJAT, Trail, B. C.

Meet the LADIES

JANE TIFFANY WAGNER

NO STORY about Jane Tiffany Wagner, NBC's new director of women's war activities, would be complete unless it included some mention of her mother's career as a home economist, a field Jane followed assiduously until her present assignment with NBC. Both Jane and her mother, Mrs. Helen Wagner, have masters degrees in the subject from Columbia U. Only last year Mrs. Wagner, at 70, retired as director of home economics of the Des Moines public schools.

After graduation from Iowa State College in 1927, Jane went to New York and started her first job as organizer and supervisor in the home service division of Consolidated Edison Co., later becoming division director. Subsequently she was director of the home economics department, public relations division of Standard Brands; held a similar position at Servel Inc., and was home economist for the Certo Corp., Rochester, N. Y. At NBC she also serves as assistant to William Burke Miller, manager of the public service department and the network's war program manager.

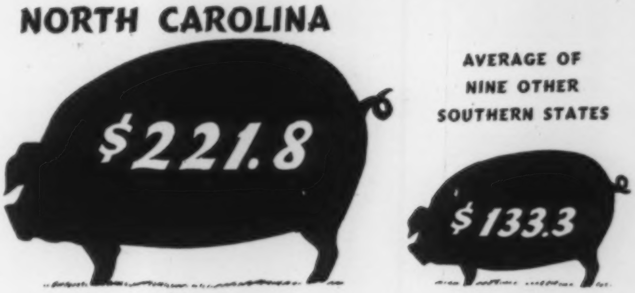
"One of the most important battles of the war will be won in the home," said Miss Wagner. "I think our women are all willing and eager to do all they can, but many are confused about conflicting reports as they pertain to home problems. I believe that radio can clarify this confusion and show women just what they can do and how they can pull together."

Jane Wagner is the mother of two daughters, Diana, 10, and Sally, 5. Travel is one of her hobbies; interior decoration, as it applies to her own home, is the other, while she also enjoys collecting antiques which are usable and practical.

MORTON GOULD, musical director of William Weintraub Co., New York, and conductor of WOR, New York, has prepared a package of six of his own arrangements of popular tunes. The album was released Dec. 18 by Columbia Recording Corp., Bridgeport, Conn.

NORTH CAROLINA is the SOUTH'S No.1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Clear Channel Group Protests WNYC Grant as Detriment to Rural Areas

ACTING THROUGH the Clear Channel Broadcasting Service, 15 of the country's 50,000-watt Class I clear channel stations last week protested to the FCC against the "special service authorization" to WNYC, New York, municipally-owned station, allowing it to operate on 830 kc. during evening hours, in lieu of daytime.

The contention was that the action in effect destroyed the 830 kc. clear channel, on which WCCO, Minneapolis, is the dominant station, as a Class I-A frequency and would deprive rural and small-town listeners of the character of service upon which they are dependent from clear channel stations.

Charge No Notification

In a detailed petition for rehearing and leave to intervene, the petitioners asked that the Commission vacate its order of Dec. 1 granting WNYC the special service authorization and that the application either be denied or designated for hearing. The petition followed the protest of CBS, which owns WCCO, along the same general lines [BROADCASTING, Dec. 21].

Stations subscribing to the petition, all using 50,000 watts on Class I-A channels, are KFI WSM WLW WGN WSB WJR WBAP WFAA WHAS WWL WLS KDKA WHO WHAM WOAI. The petition was filed in behalf of these stations by Allan B. Miller, newly appointed director of CCBS, and Louis G. Caldwell, attorney for the organization.

The Commission was petitioned to enter a special order "staying or postponing" its order of Dec. 1 until after the decision or order upon the petition or until further order from the Commission. It was contended that the special service authorization was considered, acted upon and granted without hearing and without giving notice or affording opportunity to be heard either to the clear channel group, which had intervened in the original proceedings, or to any other person or persons.

Moreover, it was argued that WNYC's operation with its proposed directional antenna would not permit coverage of large portions of the area now served by the municipal station in the daytime, including most of Manhattan Island itself. Pointing out that New York now has some 20 standard broadcast stations, including 13 with unlimited time, the petition said the Minneapolis-St. Paul area has only seven broadcast stations. WCCO is the only one assigned to a Class I clear channel unduplicated at night, as against five such stations in New York.

Thus, it was contended that WNYC's proposed operation would destroy or impair broadcasting service over a wide area and to the detriment of a large rural and small-town population already inadequately provided with service, for the sake of merely adding another nighttime broadcast service in a limited portion of the New York metropolitan district, already served by more stations, day and night, than any other city.

No Difference Claimed

The petition brought out that the application of WNYC originally denied by the FCC after hearing, was no different from that granted on a special service basis only nine days later. The only difference in character given the authorization was the name, it was contended.

The petition recited that the Commission had violated its own regulations in granting the special service authorization and that despite its denomination, it is actually a modification of the WNYC license. The Commission has no power to grant such a modification, it was argued, without notice and hearing.

If the Commission's regulations authorize it to make such grants, the clear channel group contended, the provision would be invalid and contrary to the constitutional guarantees. Moreover, it pointed out, the act makes no provision for recourse to the courts with respect to actions of the Commission granting or denying such applications, thus violating the Constitution.

The 15 stations claimed they had a definite interest in the WNYC-WCCO proceedings because of the vastly increased importance in wartime and the vital significance of broadcasting as a means of mass communication. A very large number of both the civilian audience and the armed forces can be reached only through clear channel stations, it was claimed.

CHICKENS FOR UNCLE SAM was the theme of the 47th annual poultry show in Oklahoma City in which poultrymen from 25 states participated recently. Cooperating to make the show a success were (foreground, l to r) B. B. Galloway, sales promotion manager, Hardeman King Co. (Merit Feed), H. J. Lovell, chief engineer, WKY, Oklahoma City, Lowe Runkle, vice-president, Ray K. Glenn Adv. Agency, Oklahoma City, which handles the Merit Feed account on WKY. In background are some of the WKY Serenaders.

WTBO Transaction

TRANSFER of control of WTBO, Cumberland, to Aurelia S. Becker, general manager, and widow of Frank V. Becker, was announced by the FCC last Tuesday. The consent, involving no monetary consideration, was to transfer control of Associated Broadcasting Corp. from Mrs. Becker as administratrix of the estate of her husband to herself as an individual. Mr. Becker was killed in an airplane accident last May.

"START '43 ON THE RIGHT FOOT"

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

advises Suzy our Steno. "In Cincinnati, that means getting started on WSAI. Now's the time to adjust your advertising to this year's new conditions. Results prove WSAI advertisers get the most for their money. Spot Sales will give you details."

IT SELLS FASTER IF IT'S

WSAIDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATION

Radio Advertisers

A NEW six-weekly morning show over KSD, St. Louis, is *Oddities in the News*, sponsored by Double Mix Inc., makers of Double Mix butter extender. Program features unusual news of persons and events, Monday through Saturday at 8:41 following regular KSD news and preceding the *Judy and Jane* serial.

INTERNATIONAL Salt Co., Scranton, Pa., has signed for participations on Martha Deane's program on WOR, New York, effective Jan. 4, bringing the total number of sponsors to seven. Agency is J. M. Mathes Inc., New York. Other advertisers participating in the Monday thru Friday program are: Miles Labs., (1-A-Day Vitamins), Pan-American Coffee Bureau, Pure Food Corp., (Herb-Ox Bouillon Cubes), O'Cedar Corp. (cleaner), Seeman Bros. (Pique Kitchen Magic), and Roxy Theatre, for ("The Black Swan").

JOHN L. ANDERSON, treasurer of McCann-Erickson, New York, has been elected treasurer of the American Assn. of Advertising Agencies, succeeding E. Dewitt Hill, who withdrew from the post after 15 years of service, to enter the Army Air Forces with the rank of captain. Hill has been associated with McCann-Erickson as a vice-president.

EDGAR A. WAITE, vice-president of Braun & Co., Los Angeles business counselors, has been appointed public relations director of Standard Oil Co. of California, a newly-created post. He will divide his time between San Francisco and Los Angeles. Mr. Waite at one time was on the Los Angeles staff of Lord & Thomas. Prior to that he was associated with Benton & Bowles, New York.

NORTHERN NEW YORK Trust Co., Watertown, N. Y., has signed for 24 five-minute AP newscasts weekly, at the rate of four a day, for a 52-week period on WATN, Watertown, and bought time for an hour-long institutional program on Christmas. Account handled direct.

BOND CLOTHES, St. Louis, has renewed its daily newscast at 7:45 a.m. over KWK, St. Louis, featuring Martin Bowin, chief announcer. Neff-Rogow, New York, is agency.

GROVE LABS., have added three newscasts to its weekly schedule of *A Dispatch From Reuters* over KWK, St. Louis. Before the addition the program was heard nightly at 9:45 except Tuesday. The three added programs are heard at 4:45 Tuesday, Thursday and Saturday.

CENTLIVRE BREWING Corp., Fort Wayne, is sponsoring *Skyline Club*, a midnight hour on WOWO, Fort Wayne, Dec. 21-30 in addition to its regular 7¼-hours a week. New Year's Eve the firm will be on the air 10:15-2:30 for a dance party featuring talent from the Brewery's other programs. Agency is Westheimer & Co., St. Louis.

JOSEPH JACOBS Jewish Market Organization, has renewed *Women in the News*, 15-minute program over WEVD, New York, each week-day morning at 9:15 for the first six-months of 1943, for Kotex, Kurb and Quest, products of International Cellucotton Products Co.

LEGEAR MEDICINE Co., St. Louis (poultry, livestock remedies) is sponsoring a thrice-weekly series of early morning programs on WLS, Chicago featuring Doc Hopkins and the Cumberland Ridge Runners. Agency is Pondrom & Collins, Dallas.

THRIFTY DRUG Co., Los Angeles (chain), effective Jan. 1 renews for 52 weeks the six-weekly quarter-hour commentary, *Inside the News*, on KFI, that city. Firm will also continue to use other Southern California radio. Agency is Hillman-Shane-Breyer, Los Angeles.

P & G Appointments

TWO NEW appointments in the Procter & Gamble Co., Cincinnati, have been announced by Ralph F. Rogan, vice-president in charge of advertising and promotion. William G. Werner becomes manager of the division of public relations, a new post. Howard J. Morgens has been named manager of the advertising division.

UNITED GRAIN Growers Ltd., Calgary, Alta., has started for rural listeners hourly newscasts on CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CJOC, Lethbridge, Alta. Account was placed by McConnell Eastman & Co., Ltd., Winnipeg.

NORTHERN ILLINOIS Evangelistic Assn., Chicago, in a 52-week campaign which started Dec. 27, is sponsoring a weekly half-hour Sunday morning program on WJWC, Chicago. Account was placed direct.

NUTRI-MONE Co., Los Angeles (plant foods), new to radio and placing direct, in a 13-week campaign which starts Dec. 28 will sponsor a thrice-weekly garden talk on KHJ, Hollywood.

SIGNERS OF CONTRACT for an hour of musical recordings interspersed with two five-minute news periods on KMOX, St. Louis, for Falstaff Brewing Corp., St. Louis, are (l to r) Charles Hotchkiss, account executive of Blackett-Sample-Hummert Adv. Agency; Harvey Beffa, vice president of Falstaff; Wendell B. Campbell, sales manager of KMOX. The sponsor is a heavy user of radio time throughout the year.

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC
Basic Red
5000 WATTS
AT 570 KC.
The Perfect Combination

WGN HAD A SWELL
YEAR IN 1942 . . .

- *In local time revenue, WGN set a new high.*
- *In percent of time sold, WGN topped all previous figures.*
- *In local and national spot time sales, WGN led all other major Chicago stations by a wide margin.*
- *Watch WGN in 1943!*

A Clear Channel Station
50,000 Watts *720 Kilocycles*
WGN
MUTUAL BROADCASTING SYSTEM
EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

WHY PAY
A GREAT
PRICE
FOR
PEARL (Ky.)?

If you've been paying extra dough to reach a lot of little towns like Pearl (Ky.) you may be glad to know that, as a market, all such towns *together* are mere paste when compared with the Louisville Trading Area! The Louisville Area, for example, accounts for 17.1% *more* retail sales than the rest of Kentucky *combined!* . . . WAVE reaches every radio home in this area, *at lowest cost!* So why pay more for anything else?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

AFRA Agreement Before Members

Locals Will Vote on Contract Revisions Made by Board

AMERICAN FEDERATION of Radio Artists, having submitted revised sustaining contracts to the networks and key stations early last week, is planning a series of membership meetings to be held this week in the network key cities where members of AFRA locals will be given a chance to ratify the general terms of the new agreements.

While the AFRA national board is authorized to make certain modifications in the union's contracts without consulting the general membership, it was felt that the revisions agreed to in this instance, especially the provision for extending the termination date of the sustaining agreements from Nov. 1, 1943, to Nov. 1, 1944, should be ratified by the members concerned before being officially accepted by the union. Other major changes include an overall increase of 10% in minimum scales for work on sustaining programs on the national networks and key stations and a provision that the contracts may be reopened next year if the cost of living shall have advanced 10 points or more from its present level, as shown in the department of labor cost-of-living index figures.

The broadcasters to whom the revised contracts were submitted were still studying the written form of these documents as BROADCASTING went to press last week, and with the interruptions of the holiday season it may be next week before they are all signed and returned to the union. Nevertheless, AFRA is going ahead with its local membership meetings on the basis that the general changes in the agreements have already been accepted in essence and that special terms affecting certain individual groups have already been discussed with the persons concerned, so that it is safe to go ahead to secure the membership's approval or disapproval of the deal.

When the contracts have been signed by both sides, they must still be submitted to the War Labor Board for its approval before the new terms can be put into effect. AFRA is anxious to get these contracts to the WLB as soon as possible as the board's treatment of them will have considerable bearing on the revisions in the national commercial contracts between AFRA and the employers of its members on sponsored programs.

The national commercial code, like the sustaining agreements, contains a provision for reopening if the cost-of-living index has risen 10 points in the past two years, with Dec. 15, 1940 and 1942, the dates of comparison for commercial code purposes as Sept. 15 of those two years were the essential dates for the sustaining agreements. The Dept. of Labor index figures for Dec. 15 are expected to be available about the middle of January and AFRA expects to open negotiations for proportionate increases in the minimum scales for commercial work shortly after that time.

COAST G.
MARITIME SER.
MARITIME COM.
MARINE CORPS
WAR BOND CAMPAIGN
FARM HOUR
DEFENSE TRAINING
U.S. EMPLOYMENT OFFICE
CIVIL SERVICE
OTHER AGENCIES
OTHER AGENCIES
NATIONAL
PITTSBURGH
EMERGENCY

MODEL KDKA ANTENNA recently developed for display in the "Pittsburgh at War" exhibit dramatizes the station's part in the war effort. Now the exhibit is over, the display has been moved to the station's studios. It was conceived by W. B. McGill, station promotion man, and Mrs. Victoria Corey, coordinator of war propaganda, for the station.

All Liquor Advertising Is Prohibited by Canada

LIQUOR ADVERTISING of all types is prohibited in Canada as of Feb. 1, 1943, for the duration, it was announced by Prime Minister W. L. M. King, in a Dec. 16 talk during a wartime program on the Canadian Broadcasting Corp. network. Liquor advertising has not been large on Canadian radio stations in recent years, but some programs have been carried on Montreal stations and on some American border stations for Canadian companies.

No ruling has been given at this writing as to whether or not Canadian beer, wine and liquor companies will be able to continue the use of such border station advertising, although Ottawa has ruled that periodicals published in the United States carrying liquor advertising will not be banned in Canada. The prohibition on liquor advertising in Canada was one of a number of temperance regulations announced by the Prime Minister in order to cut wartime consumption of hard liquor by 30%, wine by 20%, beer by 10% and alcohol content by 30%.

Howard Clothes Plans

HOWARD CLOTHES, New York men's clothing chain, as of the first of the year will renew for 52 weeks its sponsorship of 28 different programs per week on WNEW, New York, following a successful 17-week test on that station. Howard has discontinued its sponsorship of *True Story Theatre of the Air* on eight Mutual stations, Wednesday 8:30-9 p.m. Agency is Redfield-Johnstone, New York.

Sincere Wishes for a Victorious 1943
FROM THE MAKERS OF
LEHIGH VERTICAL RADIATORS

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA
OFFICES IN PRINCIPAL CITIES

JOHNNY LONG
records for
LANG-WORTH

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS

CONGRATULATORY handshake is extended by Freeman Keyes (left), president of Russel M. Seeds Co., Chicago, to his former assistant Eugene N. Axtell on the latter's visit to Chicago after receiving a commission as second lieutenant at Fort Benning, Georgia.

Agencies

ALAN M. FISHBURN, formerly a production director of NBC Chicago, has joined Grant Adv., Chicago, as assistant to Lloyd G. (Bucky) Harris, radio director of the agency. Mr. Fishburn was formerly associated with Henry Souvaine, New York and was continuity editor of the musical program service of BMI.

ROBERT McNICOL has been appointed manager of the Calgary office of Stewart-McIntosh Ltd., Western advertising agency. He was previously with the Vancouver head office of the company.

STEWART-McINTOSH Ltd., Vancouver, has applied for a change in the firm name to Stewart-Lovick, Ltd.

EDITH IVEY, formerly of John Thomas Miller, New York, has joined Hillman-Shane-Breyer as account executive.

WILLIAM GAY, producer of Lord & Thomas, Hollywood, has joined the Army Air Forces at Roswell, N. M.

DAVE TAYLOR, formerly in the advertising department of Union Oil Co. and prior to that on the radio production staff of Lord & Thomas, Hollywood, has rejoined the agency.

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Agencies for New Items

NEW YORK AGENCIES designated to handle the new products now being introduced on the market by Standard Brands, New York [BROADCASTING, Dec. 21] are Kenyon & Eckhardt for Fleischmann's B Vitamin Yeast tablets; Ted Bates Inc. for Stams and Stan B, both vitamin tablets, and J. Walter Thompson Co. for Sted, cereal beverage. No specific advertising plans have been announced for any of the products by the agencies in charge, although spot announcements in test markets are definitely under consideration.

DR. HANS ZEISEL, formerly a consultant with the Market Research Co. of America and the Office of Radio Research at Columbia U has joined the research department of Benton & Bowles, New York, in a consultant capacity. Dr. Zeisel is an instructor in statistics and economics at Rutgers U.

GLASSER-GAILEY & Co., Los Angeles, has moved to 3275 Wilshire Blvd., that city. Telephone is Fitzroy 2141.

JAMES E. JULE, formerly vice-president in charge of radio at MacFarland, Aveyard & Co., Chicago, has resigned to join the production staff of CBS Chicago. Mr. Jule was the original producer of the *Lone Ranger* and *Green Hornet* programs and was also radio director of Stack-Goble, Chicago.

LAURENCE S. STAPLES, formerly vice-president of Ferry-Hanly Co., Kansas City, has joined the Gardner Adv. Co., St. Louis, as an account executive.

FRITZ BLOCKI, a writer-director of Benton & Bowles, New York, has resigned to join Kenyon & Eckhardt, New York, as a producer in the radio department.

AGENCY Appointments

PERFECT PACKED PRODUCTS, Long Island City, N. Y., (Colonial pickles and relishes) to H. A. Salzman Inc., New York. Currently using spot announcements in major markets in the Eastern area, including New York, Hartford and Baltimore.

W. F. STRAUB & Co., Chicago (honey products), to Maxon Inc., Chicago. Distribution has been taken over by H. J. Heinz Co., Pittsburgh, a Maxon account. No radio contemplated.

NOXZEMA CHEMICAL Co., Baltimore (skin creams), to Irwin Vladimir & Co., New York, for export advertising. Radio not contemplated at present. Domestic advertising handled by Ruthrauff & Ryan, New York.

CAMEO CLEANSER Corp., Chicago, to Charles E. Akers Adv. Agency, Chicago. No radio planned at present.

NUTRIM Co. Ltd., Toronto (formerly Vitagrane Foods Ltd.) (Nutrim baby cereal), to F. H. Hayhurst Co. Ltd., Toronto.

Joins Kleppner

BRUNO W. RANDOLPH, until recently vice-president of J. Stirling Getchell Inc., New York, has joined Kleppner Co., New York, as a member of the firm. Prior to joining Getchell, with whom he has been associated for the past five years, Randolph headed the central European offices of McCann-Erickson, New York. For a number of years he served as advertising advisor to the Continental committee of Unilever Ltd., foreign branch of Lever Bros., Cambridge, Mass.

"Cities to stress saleswise"

—BABSON

COLORADO SPRINGS . +50%
PUEBLO . . . . . . +40%

"Hand picking is again the key to sales success"

COLORADO SPRINGS and Pueblo lead the list of "ten top cities for selling in February" in the current Babson Spot Forecasts. Expected percentage gains over February 1942 are 50% for Colorado Springs and 40% for Pueblo.

Colorado Springs, scene of booming military establishments, and Pueblo, the Pittsburgh of the West, are two cities to pick for sales drives in 1943. KVOR, home station of Southern Colorado and CBS outlet, is the medium to pick to drive your sales message home in the two largest cities in this area and all the surrounding area alive with mining and agricultural activity.

COLORADO SPRINGS
PUEBLO

Hand-pick your markets. Hand-pick your sales promotion mediums. Southern Colorado and KVOR are good picking . . . now!

KVOR
COLORADO SPRINGS

COLUMBIA NETWORK • FULL TIME

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN • WKY, OKLAHOMA CITY • KLZ, DENVER (AFFILIATED MANAGEMENT) • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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Year-One Chevron

THIS ISSUE carries a symposium on what's ahead for radio in our second year of war. It is unusual because the contributors, experts in their particular pursuits, seem to agree on all fundamentals.

The broadcasters have no quarrel with Government (and vice versa); the advertisers are satisfied with radio results, but view the future and its inevitable dislocations with understandable concern; the agencies aren't bickering about business, rates or commissions.

They agree on one thing: This is everybody's war, and the way to win it is to face that fact and act accordingly.

However trite that may sound, we deem it noteworthy. Certainly there will be casualties in business resulting from this all-consuming, all-inclusive war. People think about their own problems, but this time these are secondary to the national—or rather the international welfare.

Radio entered its first war with no precedent or experience to guide it, save that of the older heads who came from other fields affected with public service traditions. Radio met the test realistically. From every quarter come paeans of praise for the job done.

But radio can't rest on its oars. The task daily becomes more complex. It becomes more and more a radio war. There are additional burdens and complications. Grade-labeling, restrictions on distribution, the spread of rationing—all will bring about changes in our living pattern and customs. These will affect broadcast schedules and broadcast business. Right of way must be given Government programming to an even greater degree as the war progresses.

To attempt to predict the future, to dissect the baffling problems ahead, is the height of futility. Broadcasters, like all realistic businessmen, can deal only in fundamentals. There are several that are all important.

It is clear, at this stage, that Government doesn't intend to molest radio on the basic issue of free versus controlled radio. Even if some of our bureaucrats were so inclined, the public wouldn't stand for it as long as radio maintains its record of honest, conscientious public service. Radio *is* at war. The military knows that.

Everything points to maintenance of national schedules, for the next quarter at least. Radio, as the most intimate and dynamic of the media, stands to get its share. There's no sign of everything going to pot—sane heads are seeing to that. Local business may sink abysmally, and many local stations in secondary markets otherwise serviced by radio may take the knockout punch unless they get relief from the Government. That unfortunate eventuality is also being studied by competent heads.

Radio, overall, seems assured of sufficient wherewithal to carry its increasingly heavy war burden. Drastic income controls will mean smaller profits—for many it will be a case of maintaining balanced books. Manpower problems will become even more serious. But Uncle Sam will see to it there's enough personnel and enough replacement equipment for the physical task of keeping stations going.

Henceforth it becomes a question of ingenuity, resourcefulness and the will to win. Broadcasting hasn't moved a step backward since World War I gave it the breath of life. CBS' Bill Paley calls it "know how". Radio has enough of that to carry it through the gruelling months ahead—into that post-war world where its force as an instrument of peace will excel its role as a war weapon.

To Be Or Not to Be

IF NORMAL processes are followed, the NAB will hold its 21st annual convention in New Orleans this March or April. But normalcy is a war casualty.

The Mardi Gras city bid fairly and squarely for the convention—a plum as conventions go. But, like other strategically located cities, it is a beehive of war activity these days. It probably couldn't accomodate a full-scale convention, with its hotels overtaxed. Besides there's the question of transportation.

Second choice of delegates at the convention in Cleveland last May was Chicago. It's more accessible but also overcrowded, the Government having taken over several of its main hostelries. Transportation is a problem there, too.

So here's where we stick our neck out! Why a regular convention at all next year? War Transportation Director Joseph B. Eastman has admonished all trade associations and professional groups that no conventions would be justified, in view of war transportation requirements, unless they would help "to shorten the war".

Radio probably can make as good a case as any trade association in meeting that requirement. But what can radio accomplish at an overall convention that it can't do through a "mail" convention, including the election of officers? Or what can it do that wasn't done at the series of district meetings covered by President Neville Miller and a retinue of Government war-effort spokesmen, held since last October and concluded this month?

There are, to be sure, such matters as industry politics and leadership. Lest the accusing finger be pointed, claiming we're trying to save the hide of this figure or that, or circumvent a reorganization of the NAB, we hasten to report that we haven't even discussed the question with NAB President Miller, any of his lieutenants, or those who may be awaiting the chance to stampede the convention. Mr. Miller has announced he will put the question to the board at its next session in latter January or early February.

To justify a convention, under existing conditions, broadcasters must give compelling reasons. Doctors and lawyers and scientists have deferred theirs. Broadcasters are great conventioneers—they dote on suites and cocktail parties and banquets, and they like to travel via drawing room or compartment. Yet they do get their business done and there is an interchange of ideas and plans reflected in the ensuing year's activities.

In these times broadcasters have new questions to ponder each day. They need guidance —the sort that comes out of a meeting of minds. They got it, we're told, from the district meetings, which meant a minimum of interstate travel of comparatively small groups. This convention business came to them, so to speak.

So, unsolicited, we cast our ballot for a convention by remote control in the spring or early summer, as a small contribution to the war effort. Then, if the fortunes of war bring that hacking of the Axis in '43, as we all fervently hope, let's have a tremendous Victory Convention. Where else but New Orleans?

Guestitorial

VOLUNTARY CENSORSHIP WILL WORK!

By EUGENE CARR
Office of Censorship, Radio Division

AFTER an eight-week trip covering over 10,000 miles of the country from coast to coast and border to gulf, talking with approximately 1,400 representatives of some 450 radio stations at NAB district meetings and elsewhere, I would say that voluntary censorship in American Broadcasting will work.

Supporting this contention is the fact that each one of the 18 meetings held under the auspices of the NAB from Oct. 19 to Dec. 11 set a new record for attendance, evidencing an acute interest on the part of station executives in their wartime problems.

Voluntary censorship is one of those problems, and if the tendency has been to take censorship responsibility too lightly in the past, I am sure that such is not the case today. There are many signs pointing to new and renewed interest in censorship matters coming up in our Washington office every day. This is as it should be, for voluntary censor-

(*Continued on page 51*)

We Pay Our Respects To —

CHARLES AUGUSTUS SMITHGALL JR.

RECENTLY named general manager of Fort Industry's WAGA, Atlanta, Charles Smithgall was born 'n lived in radio.

Literally announcing for his supper as a self-supporting senior at Georgia Tech, he handled the school orchestra's dinner-hour broadcast over WGST and has never left the radio field since those undergraduate days. Thus he represents a generation of radio executives developed entirely within the confines of the broadcasting industry.

When Charlie finished Tech in 1933 it was about as easy to get a job as it is to buy a new set of tires today. Eating was a luxury not every young college graduate could afford. Therefore he considered himself fortunate when WGST gave him a chance on its announcing staff at a salary of three meals a day from a local restaurant advertising on the station. He regards the time when he was finally put on the payroll as an unforgetably important milestone in his progress.

As the newest announcer on the staff, Charlie was assigned what was then radio's stepchild, the early morning shift, and it was the profitable use to which he put this period during the next few years, over all four Atlanta stations, that helped to convince broadcasters of the gold mine they owned in early morning time. From the start his acceptance by the public as an outstanding microphone personality and by the trade as a shrewd student of broadcast fundamentals has been marked by steady growth.

Charlie was born in the piney woods sawmill town of Aycock, Fla., near Chipley, just south of the Georgia line where his father was engaged in the lumber business. Following the timber to Alabama, South and North Carolina, then to Georgia, the Smithgall family settled in Gainesville long enough for Charlie to graduate from high school.

A footnote to this Gainesville episode was his drafting by community leaders there last year to help organize a local station. He is now part owner and vice-president of the Blue Ridge Broadcasting Company, operators of Station WGGA.

But getting back to 1933 when Charlie was handed the uninviting post of early morning announcer he immediately sensed the potentialities of this period and set about building it into a conspicuous station feature. Arthur Godfrey was then trail-blazing in the morning commercial field and the Georgia novice went to Washington to confer with this radio personality and to study the mechanics of broadcasting's newest specialized service.

Maintaining that the public wants its early-morning listening as painless as possible, Mr. Smithgall developed a then unconventional type of program consisting of phonograph records interspersed with the correct time, weather report, and his own particular brand of patter which stemmed from an inborn wit. Within a year, WGST's *Morning Sundial*, with "Old Man Smithgall's Son Charles" presiding, had become a by-word with listeners in the Atlanta area and its conductor had become the station's program director and assistant manager.

After a propitious period on WATL with the same feature, Mr. Smithgall transferred to WSB in 1936, where 50,000 watts and a clear channel greatly expanded his opportunity and heightened his prestige. He considers as invaluable his WSB association with Lambdin Kay, under whose tutelage he received priceless training in broadcasting policy and showmanship.

For four years, his *Morning Merry-Go-Round* wrote a notable success story at WSB from the dual standpoint of popularity and returns to sponsors. Numbering thousands of farmers among his early morning listeners, along with his urban audience, Mr. Smithgall felt a kinship with the agriculturists which expressed itself in the purchase of his own farm near Stone Mountain. He began to mix a solid element of practical information on dirt farming with the rare type of entertainment which he had already developed.

He left WSB in 1940 to become radio director of Burton E. Wyatt & Co., Atlanta advertising agency. A year later he joined WAGA as morning m.c. after the station was purchased by the Fort Industry Co. Shortly after WAGA's increase in power to full time 5,000 watts and change in frequency from 1480 to 590 kc last fall, George B. Storer, president of the Fort Industry Co., announced Smithgall's elevation to the post of general manager.

He succeeds Don Ioset, who returned to the home office in Toledo to fill an executive vacancy created by loss of personnel to the armed services. WAGA, a BLUE outlet, is one of six stations of the Fort Industry's operation.

Just prior to his appointment as executive head of WAGA, Mr. Smithgall was elected vice-president of the Georgia Assn. of Broadcasters.

In 1935 Mr. Smithgall married Celestia Bailey, WGST continuity editor. They have two children, a son and daughter.

Besides his love for farming Mr. Smithgall's hobbies are hunting and fishing.

Personal NOTES

PHILLIPS CARLIN, BLUE vice-president in charge of programs, and Tommy Velotta, assistant director of news and special events, are both in New Orleans making arrangements for the broadcast of the Sugar Bowl game New Year's Day, sponsored on the BLUE by Gillette Safety Razor Co., Boston.

DANA F. BAIRD, formerly sales representative of WORL, Boston, in Chicago and New York, has been appointed manager of the New York office of William G. Rambeau Co., station representatives.

CLARENCE L. (Chick) DOTY, of the BLUE national spot sales department, reported Dec. 16 to the Navy as a lieutenant (j.g.). Replacing Doty Dec. 28 will be Theodore W. Herbert, formerly on the sales staff of WHN and WOR, New York.

BOB RICHARDSON, sales service manager of KWK, St. Louis, has returned to his desk after a two-week illness.

J. HARRISON HARTLEY, chief of the Radio Branch, Navy Public Relations Bureau, is back at his desk after a ten-day illness.

SULO FORSBERG, of the NBC Chicago music library, has been named assistant supervisor of the music library to succeed Edward Cerny, who has joined the Army.

JAMES ANNAND, manager of CKTB, St. Catherines, Ont., has resigned to join the production department of the Canadian Broadcasting Corp., at Toronto.

F. M. SQUIRES, owner and manager of CJCS, Stratford, Ont., has been commissioned in the Canadian Army. S. E. Tapley, commercial manager becomes manager of the station.

COL. BIRNEY IMES Sr., co-owner with his son, of WCBI, and *The Commercial Dispatch*, Columbus, Miss., is one of 80 officers designated by the Army to attend the 30-day orientation course at Fort Leavenworth, Kan., and will report there Jan. 1.

MAJOR EDNEY RIDGE, director of WBIG, Greensboro, N. C., has just been appointed a member of the Appeals Board of the Selective Service System for the fourth Selective Service District.

ART KIRKHAM, second vice-president of KOIN, Portland, Ore., and president of the local Kiwanis Club, has been elected president of the President's Council of Portland.

A. D. (Jess) WILLARD Jr., new general manager of WBT, Charlotte, recently addressed the Charlotte Jr. Chamber of Commerce at a regular luncheon meeting.

GORDON DOWNEY has been appointed commercial manager of KBUR, Burlington, Ia., succeeding Ed Fitzpatrick. New program director of KBUR is Mary Mangold, succeeding William Selah.

GLENN St. N. SNYDER, vice-president and general manager of WLS, Chicago, returned to his office last week following a business trip and vacation, which carried him to Phoenix, where he checked operations of KOY, WLS sister station, and journeyed into Mexico.

OWI Names Barry

CHARLES BARRY, member of the radio production department of the Overseas Branch of the Office of War Information, has been appointed supervisor of production, succeeding Harold McGee, who left the OWI to handle production of the new *Snow Village* series on NBC, sponsored by Procter & Gamble Co. Barry has been in radio about 12 years and was program director of W47NY, FM station in New York, before joining OWI.

Thomas in Navy

NORMAN ASHLEY THOMAS, president of WDOD, Chattanooga, Tenn., has been commissioned a lieutenant (senior grade) in the Naval Reserve and has been ordered to report on Dec. 22 to the Navy School at Quonset Point, R. I. He has been assigned to the aviation branch and will be directly concerned with communications and radio work.

Harry L. Beisswenger

HARRY L. BEISSWENGER, 30, assistant controller of the RCA Mfg. Co., Camden, N. J., died Dec. 17 at Philadelphia Municipal Hospital, after a brief illness. He was a graduate of Temple U, and was a Philadelphia accountant before joining RCA about four years ago.

THE 16 FEMININE members of the BLUE sales staff gave a special luncheon last Monday at the Stockholm Restaurant, New York, in honor of Edgar Kobak, executive vice-president of the BLUE. Mr. Kobak had done the same thing for them at the beginning of 1942, when the BLUE was incorporated as a separate network.

Always Popular
Now More
POWERFUL

WCAO

The Voice of Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia
Station in Maryland

★

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

BEHIND the MIKE

WOODROW WERSIG, of the shortwave news staff of CBS New York on Dec. 11 married Jane Dealy, newswriter at CBS New York.

JERRY BUNSON, formerly associated with Upton Close, the news commentator, has joined the Overseas Branch of the OWI at San Francisco.

PHILIP STAHL, announcer of WQXR, New York, has resigned to join the armed forces.

JIMMY DONNELLY, who has played the part of "Eddie", the adopted son in *The O'Neills* on NBC for nine years, has joined the Navy. "Eddie" will soon follow suit in the script of the five-times weekly serial, sponsored by Procter & Gamble Co., Cincinnati.

KATHERINE LASHECK, formerly of WGR-WKBW, Buffalo, has joined the Wright-Sonovox division of Free & Peters, Chicago, to take charge of training articulators.

RUTH KEATOR, formerly commentator and publicity director of KYA, San Francisco and previously with WGY, Schenectady, has joined the Overseas Branch of the OWI in San Francisco.

JOHN STROHM, assistant editor of *Prairie Farmer*, affiliate of WLS, Chicago, is the father of a boy born Dec. 15.

AMZIE STRICKLAND, formerly continuity editor of KOMA, Oklahoma City, Okla., and actress on Chicago stations, has joined the staff of WJWC, Chicago, as promotion and publicity director.

BEN HARKINS, formerly production manager of KFRC, San Francisco, has joined the special events department of the Overseas Branch of the OWI at San Francisco.

MARTIN JACOBSON, announcer of WCFL, Chicago, has been inducted into the Army.

ALLAN BROWN, announcer of WORL, Boston, has joined the Marines and will report Jan. 2 at Parris Island.

JERRY AUSTIN, chief announcer of W73PH, FM adjunct of WPEN, Philadelphia, has announced his engagement to Miriam Lampl.

VIRGINIA A. CONNER, of the program department, and Jane Durnin, mailroom chief, are the latest members of the staff of KYW, Philadelphia, to go into the armed forces. Both have joined the WAACs.

Emmert Joins NBC

MERTON V. EMMERT, assistant farm program director of WLW, Cincinnati, since 1939, on Jan. 1 will resign to join NBC as farm program director of WEAF, New York outlet of that network. Mr. Emmert joined WLW as one of two winners of farm scholarships to study farm broadcasting for six months, after which he was added to the station's regular farm staff. He later was named assistant to Ed Mason, WLW farm program director. Emmert is a graduate of Kansas State Agriculture College.

CLIFFORD EVANS has just returned from a two-month tour of war plants where he has been gathering material for his news broadcasts on WLIB, Brooklyn, to be resumed Jan. 4.

PETER H. BRADLEY, chief announcer of WAIT, Chicago, is the father of a boy born Dec. 14.

TED BENTLEY, formerly announcer of KFSD, San Diego, Cal., has joined KIEV, Glendale, in a similar capacity.

REGINALD HARDEN, formerly of WIS, Columbia, S. C., has joined KWK, St. Louis, as an announcer.

BEN HILL Jr. became the 25th staff member of KOA, Denver, to enter the services, when he enlisted in the Merchant Marine and is now attending officer training school at San Mateo, Cal.

PHYLLIS HAGAN, of Louisville, Ky., has joined the page staff of WJSV, Washington.

SPIKE JONES, Hollywood musical director, has been given that assignment on the weekly CBS *Bob Burns Show*, sponsored by Lever Bros. (Lifebuoy). He replaces Billy Artzt.

EARL WRIGHTSON, concert and radio singer, is substituting for Edward MacHugh on the five-weekly BLUE program *The Gospel Singer*, while the latter takes a five-week vacation. Wrightson is varying from the usual program of religious music with ballads.

MARY STEPHENS, former women's commentator of WJW, Akron, Ohio, has joined the staff of WKBN, Youngstown, O.

DON VEST, formerly of KVOR, Colorado Springs, has joined the staff of KVOD, Denver, replacing Ray Wilson, who is now in the Army at Camp Roberts, Cal.

JOHN FISTERE has resigned as chief copywriter of CBS to join WNEW, New York, as sales promotion manager, replacing John Sullivan, who has been inducted into the Army.

HAVE YOU SEEN HENRY
... The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation
MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge
Wakulla, Florida

FORMER SPEAKER speaks for Bond on KSO-KRNT, Des Moines! John R. Irwin, former speaker of the Iowa House of Representatives, now is newscaster on the early morning news series sponsored by the Bond clothing chain. Meeting local Bond representatives is Mr. Irwin (center) with Creel Boushka, assistant manager (left), and Ralph Jarnagin, manager.

SGT. NAT BERLIN, formerly in continuity department of WNEW, New York, and now with the Army Air Forces, Turner Field, Ga., is arranging production of a weekly variety show over WALB, Albany; he is now presenting a five-weekly program on WGPC, Albany's CBS outlet.

COLMAN WILLSON and Walter Arnold, formerly announcers of KSFO, San Francisco, and KMPC, Beverly Hills, respectively, have joined the BLUE Hollywood. They replace William Stokey and Paul Masterson, who recently joined the Army Air Forces.

DEL GREENWOOD, announcer-music director of WGBF-WEOA-W45V, Evansville, is the father of a son.

ARNOLD ROBERTS, announcer of KFAC, Los Angeles, has joined the Coast Guard. His duties have been taken over by Richard H. Cutting, recent staff addition. Fred E. Driggs, formerly announcer of KQW, San Francisco, has also joined KFAC.

FRED WEIHE, formerly director of *Lone Journey*, sponsored on NBC by Procter & Gamble Co, (Dreft), has joined the production staff of NBC central division.

LEN HOWE, newscaster of WHO, Des Moines, left for induction into the Army Dec. 22. Richard Anderson, former announcer now in the Army, has been commissioned as lieutenant.

HOMER LANE, NBC page, has resigned to join the Army Air Forces.

LIONEL MLIN and Glenn Yuhels of the NBC Chicago guide staff have joined the Army. New guides are James Harelson, George Perry and Howard Brown.

IRENE FOWLER, formerly secretary to Stephen P. Willis, manager of WJNO, West Palm Beach, Fla., has joined Weed & Co., Hollywood, station representatives, as office manager.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Lt. Finch Appointed

Lt. Finch

APPOINTMENT of Lt. Howard K. Finch, formerly production manager of WJIM, Lansing, as public relations officer of Kirtland Field, Albuquerque, was announced by headquarters at the field last week. As a civilian he was responsible for the production of the popular General Motors Juvenile Choir and had an ample public relations background serving in an advisory capacity to Michigan Governors Frank D. Fitzgerald and Luren E. Dickenson. Born in Battle Creek, Mich., he was national oratorical champion and represented the U. S. in Pan American Oratorical Relations in 1929.

TOM SLATER, MBS director of sports and special events, is going to New Orleans next week to supervise broadcast on Mutual of the Cotton Bowl game New Year's Day, sponsored by Gillette Safety Razor Co., Boston.

PHIL COCHRANE, formerly of the promotion department of *McCall's Magazine*, has joined WOR, New York, in similar capacity, replacing Bill Crawford, now a member of sales division. Promotion duties of Jack Mohler, now in the armed forces, have been taken over by Miriam Adelson. Military service has also claimed Samuel Adams, WOR pageboy.

PETER FINNEY, publicity director of the Treasury Dept. War Savings Staff in New York, has enlisted as an instructor in the Air Forces Reserve.

RAY LEWIS, announcer-newscaster, formerly of a number of Bay district radio stations, has joined the production department of the OWI in San Francisco.

HOWARD DONOHOE has been appointed program director of WCAR, Pontiac, Mich., and H. Y. Levinson, manager, has taken over the duties of commercial manager following the resignation of Monte Meyer.

JACK STECK, publicity director of WFIL, Philadelphia, has been assigned to produce the show and entertainment for the annual banquet of the Poor Richard Club to be held next month at the Bellevue-Stratford Hotel. Roger W. Clipp, general manager of WFIL, is chairman of the banquet's entertainment committee.

ROGER BAGON, sports announcer of WTOL, Toledo, has joined Class V-7 of the Naval Reserve and will be called to active duty about Jan. 1.

MARVIN REUBEN, announcer of WSFA, Montgomery, Ala., has enlisted in the Army Air Forces and is now stationed at Maxwell Field, Ala.

JEANETTE SWART of news and special events department of WGY, Schenectady, was married recently to Lt. Henry M. Schrader.

KEN OVENDEN, announcer of WEEI, Boston, has left the station to enter an eight-week training period in preparation for duty as flight instructor in the Army Air Forces Reserve.

AL ZINK, senior announcer and special events commentator of WGY, Schenectady, has been inducted into the Army and is currently at Fort Dix. Cpl. Howard Tupper, former WGY announcer, currently with Army War Show, is engaged to Miss Kitty Liptak of Cleveland, O. John Carnell, of accounting department, and WGY's first contribution to the armed forces, has been promoted to second lieutenant.

CARLTON KADELL, formerly announcer-actor of Hollywood, after more than three years in Chicago has returned to the former city. He is assigned male lead in the five-weekly CBS *Second Mrs. Burton*, sponsored by General Foods Corp. (Sanka). He replaces Gale Gordon who joined the Coast Guard.

BOB WESSON, publicity director of KGO, San Francisco, has been elected a member of the board of directors of the San Francisco Chamber of Commerce.

JOE WALTERS, formerly program director of KFSD, San Diego, Cal., has joined CBS Hollywood, as announcer. He replaces Wally McLain who recently joined the Marines.

MARY CROCKETT has been appointed receptionist of KGO, San San Francisco, replacing Janet Matter, who has become secretary to Ann Holden, KGO's home economist.

FRANK BARTON, announcer of NBC Hollywood, is the father of a boy born in San Francisco Dec. 15.

ARLEEN COLING, formerly on the staff of WBBM, Chicago, has been inducted into the WAVES.

EARL HARPER, sportscaster, will handle color commentary on Mutual's broadcast of the Cotton Bowl football game, sponsored by Gillette Safety Razor Corp., Boston, Jan. 1. He handled similar assignment at North-South game Dec. 26.

JAMES G. McDONALD, BLUE news analyst, is serving as commentator for the BLUE broadcasts of the Boston Symphony Orchestra concerts, which started Dec. 26.

HOWARD R. BELL, chief announcer, has been elevated to program director of KPAS, Pasadena, Cal. Kay Dunlap, sales secretary, has been made traffic manager.

Mullen B & B V-P

JOHN A. MULLEN, head of the radio commercials department of Benton & Bowles, New York, has been elected a vice-president. Mr. Mullen joined B & B in 1933, after serving with the *Chicago Tribune* and J. Walter Thompson Co. With his present agency, he was first writer, then radio producer, becoming head of radio commercials.

Gruenberg and Stark Form Production Firm

SPECIALIZING in package shows aimed at the wartime audience, a program production firm is being formed in New York by Axel Gruenberg and Richard Stark, director and announcer, respectively, of the Procter & Gamble Co. serial *Against the Storm* on NBC. Offices of the new firm, to be called Gruenberg & Stark, will be at 30 Rockefeller Plaza. According to Mr. Stark, some eight shows have been prepared for prospective sponsors.

Mr. Stark also stated that, effective Dec. 28, when *Against the Storm* is replaced by *Snow Village* on NBC, he will take over announcing for another NBC P & G show, *Right to Happiness*. Mr. Gruenberg will direct that program along with General Mills' *Light of the World*, also heard on NBC.

"UNTIL
VICTORY!"

Victory is much nearer than it appeared to be a year ago.

But mighty tasks still lie ahead before the goal is reached. America's all-out war effort demands careful planning in every line of business and the complete elimination of waste.

That's why more and more clear-thinking executives are making their advertising dollars go farthest by using WOAI to get the selling job done in the great Central and South Texas market. They know that the "Big Gent's" 50,000-watt voice---carrying the finest programs on a clear channel---is listened to and preferred by the bulk of the audience---at the lowest cost per listener.

"Until Victory" is WOAI's toast to the New Year!

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

THE *Business* OF BROADCASTING

Soy Food Spots

SOY FOOD MILLS, Chicago (pancake flour), has placed a series of spot announcements on WCFL WJJD WIND WAIT WSBC WGES, all in Chicago, and a five-minute five-weekly program, *Let's Get Acquainted* on WGN, Chicago. Agency is Jim Duffy Inc., Chicago.

EDITOR'S NOTE: Because the use of spot advertising on New York City stations more than often presages expansion of such accounts to the national field, BROADCASTING *herewith presents a compilation of 1942 accounts on New York stations which either had not used radio or those particular stations previously. Asterisk (*) indicates first use of radio by advertiser in 1942. See also story on page 24.*

WABC

*Filtrex Corp.
Terminal Barber Shops
Beech-Nut Packing Co.
Studebaker Corp.
City Title Insurance Co.
Eton Publishing Co.
Mutual Benefit Health & Accident Assn.
I. J. Fox
Seaman Bros.
Pepsodent Co.
*Ringling Bros., Barnum & Bailey
R. C. Williams & Co.
Readers Digest Assn.
Dimple Tie Corp.
Old Country Trotting Corp.
Curtis Publishing Co.
20th Century Fox Film Corp.
Schutter Candy Co.
Northwest Cherry Growers Assn.
*Noxon Inc.
New York Telephone Co.
*Savings Banks of New York State.
Penn Tobacco Co.
Musterole Co.
Maltex Co.
RKO Radio Pictures Corp.
Paramount Pictures
Plough Inc.
A. Goodman & Sons
Penick & Ford
Spratt's Patent (America) Ltd.
Christmas Club
E. Fougera & Co.
Postal Telegraph Co.
Kibblets Inc.
Dryden & Palmer
March of Time Inc.
Loew's Inc.
Charles Gulden Inc.

WEAF

R. C. Williams & Co.
Curtis Publishing Co.
S & W Fine Foods
J. L. Prescott Co.
*Dif Corp.
Benson & Hedges
C. F. Mueller Co.
Ironized Yeast Co.
Firestone Tire & Rubber Co.
Lever Bros.
Planters Nut & Chocolate Co.
RKO Radio Pictures Corp.
Johnson & Johnson
Hills Bros. Coffee
Maltex Co.
B. Meier & Sons
P. W. Minor & Son
*San-Nap-Pak Mfg. Co.
Bond Clothing Stores
*Fanny Farmer Candy Shops
*Industrial Undergarment Corp.
O'Sullivan Rubber Co.
Warner Bros.
M-G-M Pictures Corp.
Drezma Inc.
Select Theatres Corp.
H. C. Bohack & Co.
Frederick Lowenfels & Sons
A. Goodman & Sons
National Shoe Stores
Old Dutch Mills Inc.
Pure Food Co.
Burnham & Morrill Co.
*Ringling Bros., Barnum & Bailey
S. A. Schonbrunn & Co.
Kirkman & Sons
V. LaRosa & Sons
Knox Gelatine Co.
Adam Hat Stores
Continental Baking Co.
*Flag Pet Food Corp.

WHN

Consolidated Drug Trade Products
Lever Bros.
Grove Labs.
Monticello Drug Co.
Sunway Fruit Products Co.
American Tobacco Co.
P. Lorillard Co.
U. S. Tobacco Co.
V. Shaler Co.
Shell Oil Co.
Hoffman Beverage Co.
*Golan Wines Inc.
*Edelbrau Brewery
*John Eichler Brewing Co.
F. & M. Schaefer Brewing Co.
Beech-Nut Packing Co.
Consolidated Drug Co.
Garrett & Co.
The Aquarium Restaurant
Fabian Theatres
National Bowling Recreation Arena
Rialto Theatre
Rivoli Theatre
Roxy Theatre
Select Theatres Corp.
*Bickford's Cafeterias
RKO Radio Pictures
Paul's Swan Lake
*Ringling Bros., Barnum & Bailey
*Sunbrock's Rodeo
Capitol Theatre
Radio City Music Hall
Admiracion Co.
Kay Preparations
Dioxegen Co.
Potter Drug & Chemical Corp.
Finlay Strauss Jewelry Co.
Grayson Co.
P. W. Minor & Son
Ivel Fur Co.
Schlossman's Clothes
Bible Mission Co.
Great Atlantic & Pacific Tea Co.
Horowitz Bros. & Margareten Co.
Ironized Yeast Co.
*Kasco Mills
Kellogg Co.
Corn Products Refining Co.
John G. Paton Co.
Quaker Oats Co.
Sheffield Farms Co.
Washington State Apple Commission
I. Rokeach & Sons
Edelstein Co.
*Noxon Inc.
Fels & Co.
Colgate-Palmolive-Peet Co.
Hotel Lexington
New York Tunnel Authority
Alliance Book Corp.
Penman Co.
Charm Curl Co.
Consolidated Edison Co.
Home Diathermy Co.
P. J. LeRoy Co.
*Ideal Publishing Co.
Dave Minor Publishing Co.
Pipeman Co.
Thayer Co.
Tourneau Watch Co.
Wm. H. Wise Co.
Macfadden Pubs.
*Cocilana Inc.

WJZ

American Molasses Co.
American School
Anacin Co.
*Austin Technical Inst.
Adler Shoes for Men
Beecham's Pills Inc.
*Beau Brummell Ties Inc.
California Fruit Growers Exchange
Carter Products Co.
Cord Meyer Development Co.
*Cooper & Cooper Inc.
Curtis Publishing Co.
Continental Baking Co.
Doubleday, Doran & Co.
*Drydock Savings Institution
J. C. Eno
Empire Gold Buying Service
Ex-Lax Inc.
*Fairchild Sons Inc.
Foster Milburn Co.
E. Fougera & Co.
A. Goodman & Sons
*Gotham Health Club
*Graham Co.
*Hotel St. George
Johnson & Johnson
Larus & Bro.
Liebmann Breweries Inc.
Lever Bros.
*Lorstan Studios Inc.
*Lukens Steel Co.
Loew's Inc.
Macfadden Pubs. Inc.
M-G-M Pictures Corp.
*P. W. Minor & Sons
*Mother Hubbard Distributors Inc.
Musterole Co.
March of Time Inc.
*Nacto Cleaner Co.
New Jersey Council
New York Telephone Co.
Newsreel Theatres Inc.
New York State Bureau of Milk Publicity
*New York Drafting Inst.
New York State Savings Bank Assn.
*Noxon Inc.
*New York Tunnel Authority
The *New York Post*
O'Sullivan Rubber Co.
Pepsodent Co.
Phillips Packing Co.
*Publicker Commercial Alcohol Co.
*Pepperidge Farm
Reader's Digest Assn.
*Ringling Brothers, Barnum & Bailey
RKO Radio Pictures Corp.
Roxy Theatre
Rum & Maple Tobacco Corp.
Rubsamm & Horrman Brewing Co.
Select Theaters Corp.
Sheffield Farms Inc.
*Stern's Nurseries
Sweets Corp. of America
Simon & Schuster
*Stenotype Company
Joseph Tetley & Co.
Wesson Oil & Snowdrift Sales Co.
R. C. Williams Co.
William H. Wise Co.

WMCA

Adam Hat Stores
Argus Optical Co.
*Ash's Dept. Store
Austin Nichols Co.
*Cocilana Inc.
Colgate-Palmolive-Peet Co.
Corn Products Refining Co.
Federal Life & Casualty Co.
Greenwich Savings Bank
Life Savers Inc.
Monticello Drug Co.
Pabst Brewing Co.
*Terminal Barber Shops
*Hecht's Dept. Store
*Lambert Bros. Jewelers
*Brass Rail Restaurant
United Institute of Aeronautics
American Chicle Co.
Penick & Ford
Beech-Nut Packing Co.
*Edelbrau Brewing Co.
Garrett & Co.
F. & M. Schaefer Brewing Co.
Sheffield Farms Inc.
Old Dutch Mills Coffee
*Sandeman Wine
*New York Tunnel Authority
*Dr. Kilmer's Vitamin Tablets
*Penn Camera Exchange
*Hope Valley Farms
*Parke-Bernet Galleries
*Bickford's Inc.
*Stewart's Cafeterias
*Chin Lee Restaurants
Procter & Gamble Co.
S. A. Schonbrunn & Co.
F. G. Vogt & Sons
Paton Corp.
Edelstein Dairies
Pan American Coffee Bureau
Humphrey Homeopathic Medicine Corp.
Lever Bros.
Johnson & Johnson
Centaur Co.
Household Finance Co.
P. Duff & Sons
Chamberlain Technical School
Book Giveaway Co. Plan
*Chidnoff Studios
Parker House
Schrafft's Restaurants
Sealcote Co.
Delehanty Institute

WOR

[Seventy-five sponsors, who had used radio in New York or elsewhere, used WOR for the first time during 1942; list unavailable]

The Wallpaper Guild
Para Mfg. Co.
Marcalus Mfg. Co.
Hudson Pulp and Paper Co.
Barclay Tissue Corp.
San-Nap-Pak Mfg. Co.
Conformal Footwear Co.
Gotham Silk Hosiery Co.
Davidson Bros.
Press-On Inc.
Burlington Mills
Edelbrau Brewery
Greenspan Bros.
Newark Cheese Co.
Associated Labs.
Hotel Chesterfield
Hotel Dixie
Vacation Home Sites
Seaside Heights
Newsreel Theatre
Ringling Bros., Barnum & Bailey
Bucknell U
Air Transport Assn. of America
American Industries Salvage Committee
Savings Banks Assn. of New York State.
Stern's Nurseries
Joseph Dixon Crucible Co.
Terminal Barber Shops
Bullard Co.
Chase Brass and Copper Co.
Cleveland Twist Drill Co.
Diebold Safe & Lock Co.
Worumbo Co.
Consolidated Razor Blade Co.

WNEW

Astor Theatre
Capitol Theatre
Club 18
March of Time Inc.
Radio City Music Hall
*Sunbrock's Rodeo
E. Pritchard Inc.
Cascade Laundry
Curtis Publishing Co.
Kellogg Co.
Gordon Baking Co.
Lever Bros.
*Edelbrau Brewery
*Allstate Insurance Co.
Drydock Savings Institution
Charms Candy Co.
Schrafft's Restaurants
Jack Dempsey's Punchbowl
Lum Fung Restaurant
Famous Door
Columbia Pictures Corp.
M-G-M Pictures Corp.
Monte Proser's Copacabana
Park Central Hotel
*Ringling Bros., Barnum & Bailey
Rivoli Theatre
RKO Radio Pictures Corp.
Billy Rose's Diamond Horseshoe
Ubangi Club
*United Artists Corp.
Village Barn
Hurricane Restaurant
Iceland Restaurant
Topaz Restaurant Co.
Admiracion Labs.
Beecham's Pills Inc.
*Cooper Safety Corp.
*Denver Chemical Mfg. Co.
*Don Juan Inc.
E. Fougera & Co.
Humphrey's Homeopathic Medicine
Ironized Yeast Co.
Lambert Pharmacal Co.
Musterole Co.
Pepsodent Co.
*Scherk Corp.
Scholl Mfg. Co.
*American Molasses Co.
Atlantis Sales Corp.
Colgate-Palmolive-Peet Co.
Continental Baking Corp.
Corn Products Refining Co.

"I complained because I had no shoes, until I met a man who had no feet."

Keep this proverb in mind and even your income tax can be paid with a smile.

Adv.

A HAPPY AND PROSPEROUS NEW YEAR TO YOU FROM THE PACIFIC NORTHWEST

. . . where a combination rate in effect Jan. 1, 1943 gives you coverage of 1,250,000 people at an unbelievable low cost.

KXL, Portland; KFPY, Spokane; Z NET, Montana

Adv.

*Heinrich Franck & Sons
Great Atlantic & Pacific Tea Co.
National Biscuit Co.
*Noxon Inc.
Pan American Coffee Bureau
Paton Corp.
Pure Food Co.
Quaker Oats Co.
Sheffield Farms Co.
Wesson Oil & Snowdrift Sales Co.
Dixie Hotel
*St. George Hotel
*Koos Bros.
*Paraffine Cos.
The Penman Co.
Personal Jewelers
*Chidnoff Studios
Hollywood Film Studios
Newark Star Ledger
Adler Shoes for Men
W. L. Douglas Shoe Co.
Howard Clothes
R. H. Macy & Co.
*Roger's Dept. Store
Servus Clothes Inc.
Aronson-Caplin Co.
United Inst. of Aeronautics
*Golan Wines
*Robinson-Lloyd's
Roma Wine Co.
Garrett & Co.
Consolidated Edison Co.
*New York Tunnel Authority
*Olson Roofing Co.

WQXR

*Franklin School of Dancing
RKO Radio Pictures
*Parfums Weil Paris
Abraham & Straus
Monticello Drug Co.
RCA Mfg. Co.
Time Inc.
Vick Chemical Co.
*Belgian Information Center
*Schiaparelli Parfums Inc.
*Joint Committee of Teachers Organizations
*Barnes & Noble
*Montana Flour Mills Co.
Corn Products Refining Corp.
Pepsodent Co.
*N. Y. Tunnel Authority
Columbia Recording Corp.
Bloomingdale's Dept. Store
Penick & Ford Ltd.
Wesson Oil & Snowdrift Sales Co.
Quaker Oats Co.
Olson Rug Co.
*Guardian Tobacco Co.
Lever Bros.
*Essex House
*Germaine Monteil Cosmetiques Corp.
Sheffield Farms Co.
*Goddard College
*United Schools
*Stevens Inst. of Technology
General Baking Co.
*Roger Kent
*Perkiomen School
Yeckes-Eichenbaum Inc.
Martin J. Pollak Inc.
*Hirestra Labs. Inc.
*Chemex Corp.
A. B. Campbell Carpet Cleaning Co.
*Direct Realty Co.
*Creative Age Press
United Subject Organizations
Best Foods Inc.
*"Pour La Victoire"
Ward Baking Co.
*Greater N. Y. Industrial Council
Pan-American Coffee Bureau
Arthur Murray School of Dancing
Riggio Tobacco Corp.
*N. Y. Retail Dry Goods Assn.
*Metropolitan Certified Milk Assn.
John F. Gilbert School of Radio Technique
*Netherland Publishing Corp.

But Where?

PVT. SAM SCHOR of Camp Grant is not a radio fan; so why shouldn't he have called an officer in the Reception Center when he came across an inductee's questionnaire signed "L. S. Green", when Mr. Green couldn't be found? "Yes," Pvt. Schor assured the officer who suggested, jokingly, that Lucky Strike Green had gone to war, "but is he at Camp Grant?"

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

Passersby Watch WIBG Broadcasts

Show-Room Studio Features New Philadelphia Home

A SHOW-WINDOW studio in the downtown building of WIBG, Philadelphia, will be used for most of the station's newscasts and celebrity broadcasts, General Manager Edward D. Clery announced. The ground-floor studio makes it possible for passersby to witness programs.

Now settled in its new three-story home at 1425 Walnut St., WIBG recently moved [BROADCASTING, Dec. 14] from Glenside, Pa. In addition to the studio with plate-glass window the ground floor contains a newsroom and an auditorium seating 250 persons. Use of the auditorium has been granted the Navy League of Pennsylvania, which maintains headquarters there.

New Facilities

The second floor houses master control and three studios. Executive offices, including program, production and promotion departments, as well as audition rooms, are on the third floor. The basement contains workrooms for the engineering department, artists' lounges and shower rooms. Because of wartime conditions no special ceremony marked the move.

A new transmitter, which will provide fulltime operations with 10,000 watts, is under construction. Until it is completed WIBG will continue to operate with its 1,000-watt transmitter, located in the Barren Hill area of Philadelphia.

WIBG is operated by Seaboard Radio Broadcasting Corp. of which Paul F. Harron is president.

A MAGAZINE to be called *Victory*, designed for free distribution abroad, will shortly be issued every two months by OWI under a non-profit contract made with Crowell-Collier Publishing Co. About 550,000 copies will be issued in various languages. The publication will carry advertising and will be largely pictorial, designed to counter enemy propaganda by showing the magnitude of the American war effort.

What's a musical comedy got to do with winning a war?

PLENTY! We're building an army of men—not machines. And men have minds. And minds need freshening... change... relaxation.

So one of the biggest undertakings of the USO is its sponsoring of free entertainment, through the cooperation of the movie and theatrical industries, at army camps, naval bases—wherever the fighting men of the USA go to train or dig in.

USO Camp Shows, Inc. is actually the biggest single theatrical enterprise the world has ever seen. It books 264 shows for the boys every week, which play to an average nightly attendance of 50,000.

It contacts movie stars, theatrical headliners, big name bands and their leaders. It routes all these ... plans their itinerary ... arranges the most convenient times when soldiers and sailors can take time out to sit and be entertained.

For it realizes that the one great advantage of the American fighting man is his ability to think for himself, to make the most of any situation, to fight as a liberty-loving individual.

And this is one of his great differences from our enemy.

To help carry on the all-important work of maintaining the morale of our fighting forces, the USO needs your help... it needs your contribution.

Your dollar has many demands on it this year. Many of these demands must be met—others deserve to be met. And among these latter, the plea of the USO for whatever sum you can contribute merits your earnest consideration.

For we have a war to win, and the USO is directly concerned with the men who must—and will—win it.

Dig deep—for the men who are digging in!

Send your contribution to your local chairman or to USO, Empire State Building, New York.

GIVE NOW TO THE USO

Western Electric
ARSENAL OF
COMMUNICATIONS
EQUIPMENT

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W · 620 KC
★★KVOA-Tucson 1000 W · 1290 KC
★★KYUM - Yuma 250 W · 1240 KC
★★KGLU-Safford 250 W · 1480 KC
★KCRJ - Jerome 250 W · 1340 KC
★KWJB - Globe 250 W · 1240 KC
★KYCA-Prescott 250 W · 1490 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations
KTAR

KTAR
Arizona BROADCASTING CO. Inc.
PHOENIX, ARIZONA
PAUL H RAYMER COMPANY

162 Advertising Agency Account Executives
Space Buyers & Officers
(Ross Federal Research & Sales Management)
PICK
WIBX
Utica, N. Y.'s ONLY Radio Station!
3RD. In Middle Atlantic Test Market
Columbia's Middle Link in Central New York

"Covering all of Ariz., N. Mex., and Wyo. won't give you as many radio homes"
WHBF
The 5000 WATT
Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

OWI Establishes British Division

Davis Frowns on Government Subsidy of Broadcasting

MAINTAINING that Government subsidy of radio and press is a "very unsatisfactory idea", Elmer Davis, OWI director, told his press conference last Wednesday that such a practice would threaten the freedom of these instruments of public opinion.

He announced that OWI has established a new unit in Washington, known as the British Division, to "quicken and prove the flow of information about the U. S. to the people of great Britain". Heading the new division is Ferdinand Kuhn Jr., assistant to the Secretary of the Treasury for the last two years and previously chief of the *New York Times* London bureau. In this capacity Mr. Kuhn will serve as a deputy director in the OWI's overseas branch. Representing the unit in England will be Rep. Thomas H. Eliot (D.-Mass.) who will assume his post early in January.

Supervises Government Program

In explaining the new operation, Mr. Davis said that facilities of both the Domestic and the Overseas branches will be used to tell Britons "what the U. S. is like".

Asked to discuss the implications of a recent announcement that OWI would approve movie scenarios, Mr. Davis asserted that there were no implications. He explained that it was a voluntary matter for the studios, but pointed out that OWI had no power of compulsion even after advice was given. He said, however, that the presidential directive which created OWI in June gave the agency complete supervision over all radio programs and motion pictures sponsored by a Government agency or department. Such supervision has been in effect, he said, but reiterated that OWI had "no idea of exerting a censorship" over privately produced radio programs and motion pictures.

He noted that a degree of control over Radio Morocco became apparent last Monday, since all material broadcast was entirely in line with United Nations' policy. He added that complete control of personnel and programming of the station is not yet thought to be in American hands.

Mr. Davis pointed out that transmissions to Africa had increased. He mentioned a half hour of news from the U. S. for the troops which had been sent last Monday and rebroadcast through Radio Algiers. A similar broadcast of an hour's length was sent to North Africa last Wednesday, plus a news broadcast in French for the natives. In discussing broadcasts to the natives he explained that it was necessary to fill them in on what has happened in the past as well as current developments, since it was discovered shortly after the invasion that natives had no word of the raid on Dieppe nor of Doolittle's raid on Tokyo.

Victory Slogan

NEW STATION break: 'WHO, Des Moines, — A Voice for Victory' has brought favorable response from the public. The slogan was adopted at the suggestion of Capt. Frank Miles, World War I veteran, Iowa State Director of Public Relations for the Selective Service System and editor of the *Iowa Legionnaire*, official publication of the Iowa Dept. of American Legion.

Heads Infantile Staff

HOWARD J. LONDON, formerly with Pedlar & Ryan, New York, and more recently radio director for the Navy Relief Society, has been appointed radio director for the 1943 fight against infantile paralysis. George Brengel, former casting director of Compton Adv., will be assistant. Scriptwriters will include Frank Dahm and Betsy Hatch. Francis Forrest is in charge of national radio publicity and Milton Ward, former radio director of the United Hospital fund, heads the New York radio department.

Rev. E. Howard Cadle

THE REV. E. Howard Cadle, 58, nationally known radio evangelist and pastor of the Indianapolis Tabernacle bearing his name, died Dec. 20 following an illness of several months. Soon after Mr. Cadle opened his tabernacle several years ago he began a daily series of broadcasts over WLW, Cincinnati, originating from the tabernacle, in addition to a half-hour Sundays. A few years ago he presented radios to some 300 pastorless churches in the back hills of West Virginia, Kentucky, Ohio and Indiana and it was estimated that 60,000 persons gathered at these small churches to listen to his Sunday sermons. He used his own airplane to make one night stands. His son, Lt. Buford Cadle, now of the Army Air Forces, was his father's pilot and announcer before entering the Army. Surviving, besides his son, are the evangelist's widow and two daughters.

MAJOR RENEWALS ON CBS NETWORK

CBS LAST WEEK announced that during the period Dec. 28 through Jan. 10, 13 sponsors will renew current contracts, covering 18 different programs, of which eight are broadcast on the full CBS network of 117 stations.

Largest individual renewal is from Procter & Gamble Co., Cincinnati, for its five serial programs on CBS, effective Dec. 28. They are: *The Goldbergs* (Duz); *Life Can Be Beautiful* (Ivory soap); *Vic & Sade* (Crisco and Duz); *Pepper Young's Family* (Chipso and Camay); *Ma Perkins* (Oxydol). Compton Adv. places the first three shows, Pedlar & Ryan handles *Pepper Young*, and Blackett-Sample-Hummert is agency for *Ma Perkins*.

Lever Bros. Co., Cambridge, on Jan. 4 will renew *Lux Radio Theatre* on CBS and 30 CBC stations, as well as *Bright Horizon*, serial drama for Swan Soap. J. Walter Thompson Co. is the Lux agency and Young & Rubicam handles Swan.

Wrigley Renews

Sponsor of three full network shows on CBS, all devoted to the war effort, Wm. Wrigley Jr., Chicago, on Dec. 31 renews *The First Line*, show assigned to the Navy. Agency is Arthur Meyerhoff & Co. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., renews *Thanks to the Yanks* (camels), Jan. 2, through Wm. Esty & Co., and Celanese Corp. of America, New York, on Jan. 6 renews *Great Moments in Music*, through Young & Rubicam. Dec. 29, Liggett & Myers Tobacco Co., New York, will renew *Harry James and His Music Makers*. Newell-Emmett Co. is the agency for Chesterfields.

Two CBS commentators on the full network will be renewed Dec. 26 and Jan. 2, respectively, when Parker Pen Co., Jamesville, Wis., re-signs *Eric Severeid and the News* (Quink), through J. Walter Thompson Co., and Curtiss Candy Co. renews *Warren Sweeney*, through C. L. Miller Co.

Other renewals announced by CBS are: Eversharp Inc., Chicago (pens and pencils), Jan. 10, *Take It Or Leave It*, through Biow Co.; International Silver Co., Meriden, Conn., Jan. 3, *Edward R. Murrow*, through Young & Rubicam; Johns-Manville Corp., New York (insulation), Dec. 28, *Cecil Brown*, through J. Walter Thompson Co.; E. R. Squibb & Sons, New York, Dec. 28, *Keep Working, Keep Singing, America*, through Geyer, Cornell & Newell, and Ironized Yeast Co., Atlanta, Jan. 5, *Lights Out*, through Ruthrauff & Ryan.

FCC Stays on Job

THE FCC does not plan a recess over the Christmas-New Year's holidays. The regular broadcast meeting will be held on Tuesday, Dec. 29, with ordinary business carried on except on the holidays.

Orson Welles in Film

ORSON WELLES, producer-director of CBS' *Hello Americans* and *Ceiling Unlimited*, the latter sponsored by Lockheed and Vega Corp., Los Angeles, has signed for the leading male role in Twentieth Century-Fox's film, "Jane Eyre".

WAVE 5000 watts • NBC
for LOUISVILLE — not China!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Sterling Drug Co. Absorbs Branches; New Units Planned

Change Will Not Affect Sales Policies, Says Firm Head

BOARD of directors of Sterling Drug Inc., formerly Sterling Products, last week voted to absorb 16 wholly-owned domestic subsidiaries and in their stead to establish a number of new divisions within the parent company. Consolidation becomes effective Dec. 31 when Sterling Drug will become an operating company.

In announcing the realignment, James Hill Jr., president, said that the corporate change would leave entirely undisturbed the company's sales policies, trade marks and advertising programs," but that "the Sterling name would appear for the first time on packages containing many of the company's popular drug products." Sterling's subsidiaries have been among the leading users of broadcast advertising, both in network and spot.

The board also elected three new vice-presidents: Harvey M. Manss, president of the Bayer Co.; Otto W. Ergenzinger, president of the Chas. H. Phillips Chemical Co., and Harold B. Thomas, president of the Centaur Co. E. I. McClintock, president of Sterling Products International, and chairman of the board of the Sydney Ross Co., wholly-owned subsidiaries not included in the reorganization, is already a vice-president.

The new divisions formed within the company are: Bayer Co. Division; Centaur Co. Division; Cummer Products Co. Division; Chas. H. Phillips Chemical Co. Division, and R. L. Watkins Co. Division. The action of the board includes the following Sterling subsidiaries, listed with the states in which they were incorporated: Bayer Co. (N. Y.); Bayer Co. (Calif.); W. B. Caldwell Inc. (Ill.); California Fig Syrup Co. (Calif.); Centaur Co. (N. Y.); Cummer Products Co. (Ohio); Delatone Co. (Ill.); Ironized Yeast Co. (Del.); Knowlton Danderine Co. (Ill.); Molle Co. (Ohio); Chas. H. Phillips Chemical Co. (Conn.); Proprietary Agencies (Del.); Sterling Drug (W. Va.); Synthetic Patents Co. (N. Y.); R. L. Watkins Co. Ohio).

This reorganization follows the action taken last fall [BROADCASTING, Oct. 26] when the Sterling stockholders ratified the board's recommendation that the name be changed from Sterling Products to Sterling Drug Inc. Both steps are toward the goal of simplification of the company's subsidiary corporate structure and the operation of some of the businesses which were conducted through subsidiaries, Mr. Hill explained. Reorganization does not affect the company's wholly-owned subsidiaries in Canada, England, Australia, South Africa and Latin America nor the affiliates over which Sterling exercises management control.

Beverage Alarm

BRITAIN'S new financial plan, called the Beveridge report, caused serious alarm in the hearts of Washington, D. C., bottlers recently when Bob Menefee mentioned it in an early morning broadcast over WJSV, Washington. Following his broadcast he was telephoned by the head of the local bottlers' association who explained that he had received 12 calls from harrassed bottlers seeking "the dope on this new beverage plan, and how it will affect supplies and sales."

Purex Coast Series

PUREX Corp., Los Angeles (bleaching solution), formerly occasional spot users, on Dec. 21 started sponsoring Boake Carter, news commentator, thrice-weekly on 8 Don Lee Pacific Coast stations (KHJ KFRC KGB KFRE KALE KOL KMO KFIO), Monday, Wednesday, Friday, 9-9:15 a.m. (PWT). Contract is for 52 weeks. In addition, firm currently sponsors thrice-weekly participation in *Art Baker's Notebook* on KFI, Los Angeles. Agency is Lord & Thomas Los Angeles.

RUSH HUGHES, announcer of KWK, St. Louis, who had already sold $250,000 in War Bonds, recently added another $175,000 to his sales when he sparked a War Bond Rally sponsored by the St. Louis Maccabean Club.

Voluntary Censorship

(*Continued from page 44*)

ship is a priceless responsibility to the broadcaster—one he cannot afford to reject.

Exercising voluntary censorship is a day to day broadcasting problem. Of course, this problem breaks down into some rather general categories such as weather information, interviews with servicemen and civilians from combat zones, letters from men in the armed forces, commercial copy, quiz and request programs, ship launchings, plane crashes, industrial accidents, rumors and unconfirmed reports, foreign-language broadcasts, service announcements, and others. But no two problems are exactly alike in any two stations so, consequently, there remains no substitute for care, caution, investigation and thinking in the term of provisions of the Code of Wartime Practices for American Broadcasters.

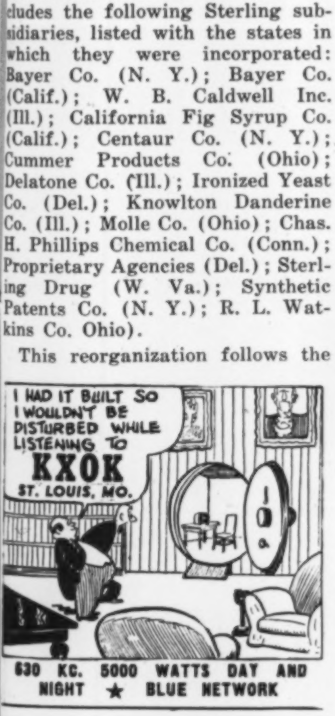
The code will answer most of the broadcaster's day in and day out censorship problems. The answers are found upon reading the code and measuring it against such problems. But for these unusual problems, those borderline cases, those out-of-the-ordinary events, the Office of Censorship is always ready and willing to be of assistance.

Remember, censorship of any kind is a powerful military weapon. Voluntary censorship, however, is even more powerful because it is a democratic censorship because any adaptation of the democratic process is more powerful in the long run.

Let's make voluntary censorship work!

Night Club Sponsors

TEN NIGHT CLUBS and restaurants have signed 13-week contracts for a total of 133 announcements weekly on WINS, New York. R. Feldman, New York, placed eight of the accounts: Famous Door, Onyx Club, Club 18, Diamond Horseshoe, Dave's Royal Room (Park Central Hotel), Rio Bamba, Royal Casino and Ubangi Club. Remaining accounts, Corso Restaurant and Duffy's Tavern, were placed direct.


I HAD IT BUILT SO I WOULDN'T BE DISTURBED WHILE LISTENING TO
KXOK
ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

"Let's Just See What IS the Maximum Pull"

(for our product, or merchandising plan, or copy appeal).

To get this answer *many* of the country's largest advertisers, largest agencies have "passed the ball" to us here at WDZ. We've given them a surprisingly HIGH answer —at a surprisingly LOW cost!

Why do they come down here "deep in the prairie"? *Because they know that on WDZ their story is . . .*

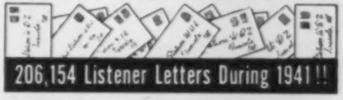
Aimed EXCLUSIVELY at the 70% who work with their Hands

QUICKLY DIRECTLY RESPONSIVE

Twenty years of "DIRECTIONAL PROGRAMMING" does it. TRY IT yourself. We can help YOU solve many problems. Let us show you some examples of MAXIMUM PULL. Get in touch with us, or

WDZ
TUSCOLA
ILLINOIS
1000 WATTS

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle



206,154 Listener Letters During 1941!!

WHAT'S WHAT IN Boston

15.

WCOP belongs on your advertising schedule for 117 reasons . . . shall we enumerate them for you?

REPRESENTED BY
HEADLEY-REED CO.

WCOP
BELONGS ON YOUR SCHEDULE

kglo
MASON CITY, IOWA

Year ago, HOGS brought $10.50 per cwt. . . . this year $14.20. A boost of 25% PLUS! Our farmer-listeners have pockets that jingle-jangle.

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

Old 1000 watt rates are still in effect

THE
Pork Barrel
MARKET

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

FIRST—
IN THE SOUTH'S
FIRST
MARKET
WREC
MEMPHIS

Studio Notes

HEADED BY General Manager William B. Ryan, the staff of KGO, San Francisco, presented their personal Christmas greetings via the microphone in a special holiday-eve broadcast. The staff sang carols, presented readings, songs and good wishes to listeners, advertisers and advertising agencies. KGO's Christmas cards carried a personal invitation to listen to the broadcast.

EXPANDING its news coverage, KXOK, St. Louis, has added the 24-hour service of UP and INS and thus becomes the first station in the city with complete service by two major news services. Round-the-clock operation of the station began Nov. 29 to accommodate the thousands of war workers who seek radio entertainment during all hours.

BEARING the names of eight former WBT, Charlotte, employes is a bronze plaque in the station's lobby. Photos have been made of the plaque and will be mailed to each man whose name appears upon it.

FARMERS and ranchers throughout Colorado were able to attend, by radio, the recent Western Regional Agricultural Conference held in Denver to discuss food production goals set up by Secretary of Agriculture Wickard, when KLZ, Denver, aired several important sessions. Broadcasts were arranged and handled by Charlie Roberts, KLZ farm editor.

WLAC, NASHVILLE, last week inaugurated a series of "salutes" to various Southern states within the WLAC listening area, to familiarize listeners with its recent increase in power to 50,000 watts. The salutes included the free offer of a 1943 calendar bearing a picture of 'Hermitage", Andrew Jackson's Nashville home. The calendar offer brought a tremendous response.

WPAT, Paterson, N. J., turned over three and a half hours of time Sunday, Dec. 20, for a broadcast of a party for war workers and soldiers held under the auspices of the USO and the local Junior Chamber of Commerce. Name bands, including Cab Calloway's and Vaughn Monroe's, contributed their services gratis, with permission of the Musicians Union. Titled "Smokes for Soldiers Christmas Victory Party," the affair required war workers to bring packages of cigarettes for distribution by the USO to nearby military camps.

NEW AND RENEWAL subscribers to Standard Radio transcription service are: WOAI WHAS KOIL KFAB-KFOR KWYO KODK WINX WPID WNBC WICA WHBY KXEL WGAU WAML WPDQ WTAR WEBR KGKY WLOK KGLO KGHL KTFI WDBC.

WJWC, Chicago, during the past four months has given a total of 3761 announcements, 136 quarter-hour programs, 110 half-hour programs and one two-hour program to federal, state and civic war agencies, as a war service. Departments represented by the announcements and programs were: Army, Navy, Marines, Coast Guard, Treasury, Manpower Commission, Civil Service, OWI, OPA, WPB and Civil Aeronautics.

ONE YEAR of *Moon Dial*, half-hour daily sportscast featuring Arch McDonald, sponsored by the National Brewing Co., was observed by WJSV, Washington. Guests included (l to r): Carl J. Burkland, WJSV general manager; A. J. Deute of Baltimore, president of National Brewing Co.; Clark Griffith, president of the Washington Senators American League ball club; Mr. McDonald. Agency: Frank D. Webb, Baltimore.

CAMP NEWS broadcast from Fort Monmouth, N. J., on WCAP, Asbury Park, N. J., has been expanded to a twice-weekly quarter-hour series. Material for the program is gathered and presented by the *Signal Corps Message*, official camp publication.

LOS ANGELES Herald-Express, which formerly conducted a Christmas Eve caroling tour in that city, instead sponsored a half-hour broadcast of the U of Southern California Choir on KHJ, Hollywood, that evening.

AN UNUSUAL contribution to Christmas observance was made by WGY, Schenectady, although the "programs" were not broadcast. Daily for a week before Christmas, programs of special Christmas carols were piped from the studio building to two loudspeakers located on the city's principal business thoroughfare.

CROWDS amounting to more than one-third of Milwaukee's population will tour the WTMJ Radio City during the first half of 1943 according to Russ Winnie, assistant manager of WTMJ and W55M, the *Milwaukee Journal* stations. Since Radio City was opened Aug. 23, more than 150,000 tour and show tickets have been issued and based upon these figures Mr. Winnie expects some 250,000 persons will witness broadcasts and an additional 45,000 will tour the building.

WBRC, Birmingham, celebrates its first anniversary in its new studios Dec. 28 and a complete paint job of the studios was made in recognition of the occasion.

WIL, St. Louis, has broadcast more than 277 Minute Men talks for War Bonds and Stamps. Arranged by Neil Norman, program director, series is run with cooperation of the local Chamber of Commerce, and features talks by prominent men and women.

KFNF, Shenandoah, was honored recently by the Iowa War Savings Staff with the announcement that the goal in the Payroll Allotment Plan had been reached and that the station was the first company in West Page County to reach the required 90% participation.

Yankee Status

(*Continued from page 9*)

stations. Also acquired separately is the Colonial Network Inc., which holds no station licenses and which formerly paralleled Yankee, operating when that network was not on the air.

Possibility of action on the Yankee transfer this week was seen. The Commission is not taking a holiday recess and will hold its regular sessions Tuesday and possibly Wednesday. If all data and departmental reports are on hand, action is regarded as likely, since the Commission usually endeavors to clear its dockets so far as possible before the end of the year.

MASS blood giving by staff members of KOA, Denver, recently has brought the station to the point where 80% of the staff have made their contributions. Recent donors were: R. H. Owen, engineer in charge and assistant manager; C. C. Moore, program director; Engineers George Anderson, Harold Austin, Roy Carrier, Joseph Rohrer, Milton Hall, Kenneth Raymond, Roy Fell, Stanley Neal, Vernon Andrews, Russell Thompson, C. A. Peregrine; General office aides Virginia Gandinie, Elsie Alexander, Vera Brown, Denny Smith, Mary Keller; Staff Announcers Gil Verba, Ivan Schooley; *Sunshine Boys* Si Westbrook, Zeke Beckman; Sales Promotion Manager Randy Smith; Salesman John Hendrickson; Teletype Operator Jim Townsend; Musical Director Milton Shrednik.

TO AID the sale of War Bonds, Andrew Schoeppel, governor-elect of Kansas, appeared in the first of a new series of broadcasts presented under the auspices of the Treasury Dept. by the Kansas State Teachers College, over a Kansas radio network. Presented for a half-hour, the program consists of drama, music, narration and a message from the Treasury Dept., presented by a prominent Kansan. The program is aired from 9:30-10 p.m. (CWT) over KTSW, Emporia; KCKN, Kansas City, Kan.; KANS, Wichita; KWBW, Hutchinson; KVGB, Great Bend. WREN, Lawrence, rebroadcasts from 10:15-10:30 the same evening. By transcription the program is also heard over KGGF, Coffeyville; KSAL, Salina; KGNO, Dodge City, at various times during the week following the live broadcast.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.
CFNB Signal strength increased 25%

Blue Network in the Black At Close of Its First Year

Commercial Success Due to Many Innovations Including Daytime Package Rate

THE BLUE Network, incorporated as an independent company Jan. 10, 1942, after 15 years of operation as one of two NBC networks, will finish its first year "in the black", Mark Woods, BLUE president, stated last week in his year-end report, adding that it is "the first network to make a profit in its first year of operation".

In addition to the primary aim of helping to win the war, with more than 240 network hours devoted to governmental programs and others programmed in cooperation with government agencies, the BLUE also has been building for the future, Mr. Woods said.

Only 20% Commercial

"We realize that a broadcasting organization, be it station or network, is judged in the final analysis by the quality of the programs it presents," he asserted. "Therefore, during our first year we have plowed back into sustaining programs all available money. Incidentally, it is interesting to note that only 20% of BLUE Network time is commercial, but that this small amount of total time is the source of revenue which provides the many fine sustaining programs line of success, while the businesses filling the remainder of the broadcast schedule."

At present the BLUE commercial schedule includes 40 sponsored programs of which 24 are new accounts, the network's sales department reports, also pointing out the steady rise in the average number of stations used by sponsors from 70 in February to 91 in December. BLUE clients include two of radio's largest contracts, the report states, the Ford series presenting Earl Godwin for 15 minutes seven nights weekly on 125 stations and the Coca-Cola *Victory Parade of Spotlight Bands* broadcast six nights a week for 25 minutes on 137 stations.

New Institutional Copy

The report attributes the BLUE's commercial success in its first year to such innovations as its daytime package rate for across-the-board sponsors, its special discount structure with progressively increasing discounts as the number of stations is increased and to the BLUE being the first network to introduce a 2% cash discount. The BLUE also has stimulated a new type of institutional advertising, one-time programs celebrating special awards won by companies, according to the sales dept. There have been 14 such broadcasts this year, many sponsored by companies new to radio, and in some cases by companies new to all types of consumer advertising.

During the year the BLUE has grown from 116 to 146 affiliated stations which, together with power increases, the BLUE estimates to have added 910,000 radio families to its coverage. To maintain a close contact with its affiliates and to keep them intimately informed on developments at the network's headquarters, the BLUE has established a station advisory and planning committee, whose seven members are elected regionally by all BLUE stations, to act as a clearing house for station problems involving network cooperation. Further, the network has instituted a weekly closed circuit discussion over network wires, with department heads discussing new developments and problems affecting the stations.

Flexibility in Programming

In programming, flexibility has been the keynote, according to Phillips Carlin, vice-president in charge of programs, who stated that "the BLUE is constantly offering programs in line with changing conditions, changing thinking, changing habits". During the coming year Mr. Carlin is planning for more service programs, such as the current *Mystery Chef*, which is designed to help solve food problems arising from meat and butter shortages, the replacement of canned goods by dehydrated foods, and the like. With conservation continuing as an all-important theme, the BLUE is considering entering such other fields as medicine, clothing and household equipment if public necessity dictates.

In addition to war programs, to which the BLUE from Jan. 1 through Nov. 30 devoted 644 hours of sustaining and 103 hours of sponsored time, the network has built up a news and commentator staff including such names as Baukhage, Godwin, Gunther, Swing and Winchell; has collected such top-flight juvenile shows as the *Lone Ranger*, *Jack Armstrong*, *Don Winslow of the Navy* and *Captain Midnight*, and has just acquired the *Boston Symphony Orchestra* for a weekly series that will attract a large audience of music lovers, in addition to its roster of popular musical and variety shows.

DON'T SPEAK same language, but script and sponsor of these two commentators are identical. Exchanging views are (l to r): Jorge Lumiere, film news commentator on XEW, Mexico City; Dorothy Brown, in charge of continuity acceptance, BLUE Hollywood; Jimmie Fidler, featured on the weekly quarter-hour chatter program by that title on the BLUE. Sponsor of both is Carter Products Inc., (Arrid). Scripts for the two broadcasts are prepared by Fidler. Lumiere is currently in Hollywood under auspices of the Mexico Coordinator of Foreign Affairs to study U. S. trends in broadcasting.

NOW — *You sell* GOODWILL

12 local men's and women's Service Clubs, to help sell over a half-million dollars worth of War Bonds in December, capitalized on the goodwill of the only local radio station. And KFXM earned more goodwill for the spot advertising that you should capitalize on in 1943.

SAN BERNARDINO **KFXM** CALIFORNIA
THE GOODWILL STATION ★ MUTUAL ★ BLAIR

NBC Classes Continue

HARRY C. KOPF, vice-president and general manager of NBC Central Division, announced last week that the NBC-Northwestern U Summer Radio Institute, begun this year as an experiment in preparing aspirants for station personnel, will resume classes in 1943. All graduates of the initial session applying for jobs have been placed in active broadcasting occupations. A group of five text books, based on studies and lectures of the 1942 Radio Institute and all phases of radio broadcasting, will be published shortly. Albert F. Crews, Institute director and chairman of the radio division, department of speech, Northwestern U, will edit the series.

Blue Program Posts

JAMES BIXLER, until recently assistant production manager of BLUE, has been reappointed night program manager. Position was held at one time by Bixler and subsequently left vacant, but has been reinstated due to recent developments including special and new commercial programs, which have increased importance of night operations. Addison Amor, of the night program department, has been named night program manager.

NBC Summer Institute At Northwestern in '43

SO SUCCESSFUL was the experiment conducted by NBC in collaboration with Northwestern U, in starting the NBC-Northwestern U Summer Radio Institute in 1942, devoted to preparing broadcast personnel, the Institute will again be held in 1943. This announcement was made last week by H. C. Kopf, vice-president and general manager of NBC central division, in revealing details of the 1943 plans.

Although no suitable text books were available for the 1942 school, Judith Waller, central division public service director, reports that a group of five textbooks, based on the 1942 experience, have been prepared for use next year. NBC plans to make these texts available to the general public early in 1944, after being used in planograph form at the 1943 school.

Success of the 1942 venture was attested by the fact that all graduates who applied for job placement were placed actively in broadcasting, and requests had been received from radio stations for 150 graduates over and above the number available.

DELIVERY of communications equipment to the Signal Corps jumped 30.5% in dollar volume in November over October, while all equipment procured by the Army Service of Supply increased 13.5% for the month, Secretary of War Stimson said Dec. 12. November deliveries to the Signal Corps were 1328% above January, with all deliveries up 337%.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC
New York · Chicago · San Francisco

WDRC
CONNECTICUT'S PIONEER BROADCASTER

3 Facts for '43

1. Hartford's increase in Retail Sales for January '43 will be 26.5%.*
2. Connecticut continues to lead the 48 states in Effective Buying Income per family.*
3. There has been no increase in WDRC's rate.

* Figures from Sales Management.

CBS

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to stations and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

H _ _ _ _ _
N _ _
Y _ _ _ !
750
WHEB
Portsmouth, New Hampshire

Nat. Rep.: The Walker Company
Boston: Bertha Bannan

WFBG
ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

More Impressive Role for Radio Seen By La Roche in Analyzing Year Ahead

By CHESTER J. LaROCHE

Chairman, The Advertising Council Inc.

CAST AS a major weapon in the nation's psychological arsenal, radio has, during the past year, fulfilled its highest responsibilities of public service. Networks, individual stations and local, as well as national radio advertiser have given freely of their talents and facilities to carry home to the nation the story of total war.

Mr. LaRoche

The volume of sustaining time contributed for war themes is indeed impressive; a recent analysis indicated that the four major networks alone have devoted over 3,000 broadcast hours to war information—the equivalent of more than 125 solid, round-the-clock blocks of time, or approximately three full hours of time every day in the year. Add to this other thousands of war programs and spot announcements contributed by local stations.

Allocation Plan

From its inception, The Advertising Council, which was originated to marshall the forces of advertising in behalf of the war effort, has been keenly aware of the manner in which radio, along with other major media, has converted its thinking and planning to the needs of a nation at war. The Council is proud of its participation in the development of the radio allocation plan, which transformed into an orderly pattern a set of circumstances that might otherwise have led to confusion and inefficient use of radio's tremendous resources.

The Council's Agency Radio Advisory Committee has been an active force in developing this pattern in conjunction with the OWI's Radio Division. The degree to which radio plays an important part in the Council's activities was further enunciated only recently when a special committee of leading users of network time was set up to work with the agency group.

One of the most striking uses of radio geared to the prosecution of the war is the drug and cosmetic industries' space and time pool, by means of which important sponsored network programs are being used to promote the sale of war bonds. In total war there are no bystanders. In total war all the people have to be called on for various extraordinary actions or restrictions of actions. It is necessary to ask them to do things they are not used to do—and to do without things they are accustomed to having. In total war everybody must buy abnormally, give abnormally and live abnormally.

Selling ideas to masses of people is advertising's forte. As our armed forces intensify their victory tempo, it will be necessary for us to step up the pace of our information activities on the home front. Rationing, salvage, conservation, bonds and more bonds—these and other appeals will be continuously hammered home. As a major medium of mass communication, radio is slated to play an even more impressive role during 1943 than in the months since Pearl Harbor.

Frequency Shift Plea Is Dismissed by FCC

DISMISSAL, without prejudice, of the applications of WBT, Charlotte; WBBM, Chicago; KFAB, Lincoln, Neb., and WJAG, Norfolk, Neb., looking toward a frequency shift which would give WBBM full clear-channel status without nighttime synchronization on 780 ks., was authorized by the FCC last Wednesday upon petition of all the parties. Inability to procure the necessary equipment to permit the type of operation proposted, because of war freezes, resulted in the joint plea.

The applications, pending for the last two years, contemplated duplicated operation of WBT, now on 1110 kc. with KFAB, leaving the 780 kc. frequency to WBBM. KFAB would increase power to 50,000 watts. WJAG, now operating limited time on 1090 kc., would shift to 780 kc. daytime. The shift would be in conformity with the Havana Treaty.

TAKING its title seriously, *Civilians at War*, regular feature of WJSV, Washington, written by Lew Shollenberger, presented 100 War Dept. employes in a special program of Christmas Carols. The choral group was chosen to represent the thousands of Government workers in Washington who are aiding the war effort.

Gen. Foods Shifts

GENERAL FOODS Corp., New York, on Jan. 1 is giving up the five-weekly broadcast on NBC of the serial *Young Dr. Malone*, for Post Bran Flakes, 10:45-11 a.m. on 15 stations. The serial continues on 87 CBS stations, Monday through Friday 2-2:15 p.m., according to Benton & Bowles, New York. The company is discontinuing sponsorship of *Don Winslow of the Navy* on the BLUE five-weekly 6-6:15 p.m. for the same product. No replacement has been set. It is understood Procter & Gamble Co., Cincinnati, has taken an option on the 10:45 morning period on NBC.

Cardinal, Brown Games On KXOK for Brewery

MAJOR LEAGUE home games of the St. Louis Cardinals and Browns, except Sundays and holidays, will be broadcast on KXOK, St. Louis, sponsored by Hyde Park Breweries Inc., that city, Clarence G. Cosby, KXOK sales manager, announced last week.

France Laux, veteran World Series announcer, will handle the announcing for the third successive year over KXOK and the Hyde Park Radio Network, which last year comprised seven stations in Missouri and Illinois. Contract was negotiated by Gene Gordon for Hyde Park, Cosby for KXOK, E. F. Haskell and C. O. Husting for Young & Rubicam, agency handling the account.

Progress in Music Forseen for Year

BMI Plans to Continue Its Competition with ASCAP

ASSERTING that Broadcast Music Inc., has saved the industry approximately $1,000,000 annually from the sum paid in 1940 to ASCAP, M. E. Tompkins, BMI general manager said in his year end statement that his organization "enters 1943 by embarking on a campaign of increased service" to give further assurance against "attack by any monopolistic aggressor in the field of copyrighted music."

Mr. Tompkins wrote that 1942 saw BMI pass from a purely emergency phase to "an aggressive and permanent organization." He described BMI activities as: building stocks of popular phonograph records, issuing the country's top tunes, clarifying license provisions of the ASCAP consent decree, and arranging conferences with station program directors.

Original Aim

When it began two years ago, he explained, BMI "geared its operations to the sole purpose of supplying the broadcasting industry with enough music to enable it to continue its service to the public without interruption during the time that the music licensed by ASCAP was unavailable."

"As a result of the success of BMI," Mr. Tompkins said, "broadcasters were offered a new ASCAP license on a much more equitable basis than they had even hoped for. BMI was then in a position to realign its organization for its permanent function of maintaining competition in the music licensing field so that the American broadcasters would never again find themselves at the mercy of a single dominating music licensing organization."

He said BMI now has licensed nearly 900 stations — 804 in the United States and 88 in Canada, as well as major and regional networks. "With this support," he declared, "BMI's financial position is assured beyond question."

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

Keystone Net Head Would Help Locals

Sillerman Says Disc Methods Spread National Accounts

CITING the growth of the Keystone transcription network in its two years of operation, Michael M. Sillerman, president of KBS, said in his year-end statement that his organization will deliver an increasing volume of national advertising to small stations now suffering a serious decline in local billings.

"As 1942 closes," Mr. Sillerman wrote, "it rounds out the second full year of the operation of the Keystone transcription network. More national advertisers have made their debut in the secondary markets through Keystone, and thus a new type of important national business has been made available to small stations."

Speaks for Locals

Referring to statements by FCC Chairman James Lawrence Fly, and the NAB on the shrinkage of local billings, Mr. Sillerman declared "There are 204 radio stations affiliated with Keystone. We are in a position to speak for the country's small stations about whom justifiable concern has been expressed."

"Through our efforts, as a national transcription system, we intend to deliver an increasing volume of national advertising billing to our affiliates—the country's small stations—and thus help alleviate the problem brought about by the shrinkage in local billings."

The statement also described the efforts the transcription network is making to "spread the 'gospel' of the secondary market" and to "feed vital government messages and war effort material to areas that are otherwise devoid of this information."

RCA Agency Status

ALTHOUGH it had been reported as definite that Lord & Thomas, New York, was resigning as agency for RCA and its subsidiary companies, an executive of the agency told BROADCASTING last week that the matter was still under discussion between the interested parties and that no positive decision had been made one way or the other.

WJZ, New York, cooperated with the Brooklyn Junior Chamber of Commerce, in a War Bond project which resulted in the sale of over $5,000,000 in War Bonds, at the Chamber's annual Christmas luncheon, Dec. 21.

PAY, JURISDICTION CAUSE WTTM STRIKE

DISPUTE between the International Brotherhood of Electrical Workers (AFL) and WTTM, Trenton, over compensation and union jurisdiction resulted in a strike against the station Dec. 18, both parties reported last week. William Maregolis, Government mediator, had intervened in the case Dec. 11, the U. S. Conciliation Service said, and reportedly has arranged for the New Jersey State Mediation Board to consider the compensation issue.

Meanwhile, A. Harry Zoog, general manager of WTTM, told BROADCASTING by long distance telephone that the controversy was purely one of jurisdiction between IBEW and ACA (CIO). He said it affected only three announcers, two salesmen, two office employes and a newswriter. IBEW spokesmen in Washington insisted that the entire staff, except for three ACA members, was out. IBEW said it had informed the station in October that employes were affiliated with the union, but had been unable, "after repeated efforts" to meet with responsible officials. IBEW insisted that the compensation issue was responsible for the walkout.

Quaker Soup

QUAKER OATS Co., Chicago, extensive user of both network and spot advertising for its cereals and flours, is introducing a new line of dehydrated soaps, to be marketed under the name "Aunt Jemima". Sherman K. Ellis & Co., New York, agency handling the firm's Aunt Jemima pancake flours and Pettijohn's cereal, is appointed to handle advertising for the new product. No media plans have been set.

Morse Heads WSBA

APPOINTMENT of Otis Morse IV as manager of WSBA, York, Pa., has been announced. Mr. Morse has been serving as program director since the station opened last Sept. 1. Succeeding him in the program post is Max Robinson, former announced of WHO, Des Moines.

NED BURMAN, formerly newscaster and announcer of KQW, KSFO, KJBS and other San Francisco stations, now a sergeant in the Marines, is a combat correspondent in the South Pacific. His account of one of the air battles over Guadalcanal recently appeared in the American press.

MBS Celebrates

MBS celebrates its sixth year of coast-to-coast operations Dec. 29. Organized in 1934, the network did not expand to transcontinental proportions until 1936, when the Don Lee Broadcasting System of California, and the Northwest, joined it.

Educators Seeking School Equipment

Urge Public to Donate Sets For Classroom Courses

MAJOR OBJECTIVES of the Federal Radio Education Committee for 1943, outlined at a recent executive board meeting in Washington [BROADCASTING, Dec. 21] include a campaign to encourage the public to give extra radio sets to schools and a study to determine how schools can make better use of available education programs.

With the fate of colleges in the balance the FREC will undertake a study of subjects which might be taught by radio.

At a dinner Dec. 18 in Washington, given by the D. C. Chapter, Assn. for Education by Radio, for FREC executive board members, Neville Miller, NAB president, declared that the use of radio in schools must be considered as a most important project by the industry. Loss of education today as a result of the war will not become apparent, he said, for 10 or 15 years. Just how the problem will be solved remains to be worked out.

Studies Completed

Outlining the background of the FREC, Mr. Miller explained that field studies conducted by Princeton and Ohio U have been completed. He praised the script exchange service and circulating transcription libraries originated by the group.

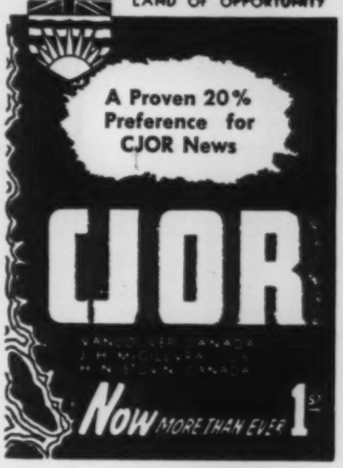
He paid tribute to the various Government agencies which, he said, have been staffed with competent personnel from the industry. He lauded the present censorship system of voluntary cooperation and added, "It is very important that broadcasting remain in the free, untrampled field."

H. B. McCarty of the OWI, on leave as general manager, WHA, Madison, Wis., commented on the uncertain future of universities. He said "here is where radio may rise to its opportunity". He asserted that radio, both commercial and educational, faces "a tremendous opportunity" in filling the gap which will be brought through curtailment of college work because of the war.

Maj. Harold W. Kent, War Dept. Bureau of Public Relations radio branch and national president of AER, spoke briefly.

Guests at the dinner included Judith Waller, NBC Director of Education, Chicago; George Adair, assistant chief engineer, FCC; Elizabeth Gowdy, national secretary, AER, and Dr. Franklin Dunham, former director of education, NBC, now with the USO.

WAVERLY ROOT, news commentator of WINS, New York, is the commentator of a special short on "What Happened to Hess?", a background story of Rudolf Hess' flight to England, currently being shown at the Embassy Newsreel Theatres in New York.



BRITISH COLUMBIA
LAND OF OPPORTUNITY

A Proven 20% Preference for CJOR News

CJOR

Now MORE THAN EVER 1st

WWL
NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

AP

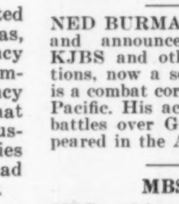
KLX, Oakland, Cal.

. . . more than meets our every requirement . . . news every hour on the hour.

Joseph R. Knowland

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KWKH
CBS-50 KW
The *Selling Power* in the *Buying Market*
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company



TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 19 TO DECEMBER 23 INCLUSIVE

Decisions . . .

DECEMBER 22

WTBO, Cumberland, Md.—Granted consent to transfer control of Associated Broadcasting Corp., Station WTBO, from Mrs. Aurelia S. Becker, administratrix of estate of deceased husband, Frank V. Becker, to Aurelia S. Becker as an individual. No monetary consideration involved.

WJWC, Hammond, Ind.—Granted special service authorization to April 1, 1944 to operate with 5 kw, DA-night, on 1520 kc.

WOOD, Grand Rapids—Granted special temporary authority to operate WOOD unlimited on 1300 kc. with 5 kw. power, for 60 days.

WGNY, Newburgh, N. Y.—Denied petition for reconsideration of application for special service authorization to operate unlimited time with 1 kw. power, heretofore denied on Sept. 8, 1942.

WBAX, Wilkes-Barre, Pa.—Granted petition for extension of effective date of Decision and Order re application for renewal of license for period of 90 days.

Granted temporary renewal of licenses to Feb. 1, 1943: KBST KCMC KCRJ KFMB KGEZ KGFW KGGF KGKL KHBC KHBG KID KIEM KINY KPLT KRBA KRBC KVGB KWFC KWKH KXL WAAB WBBZ WBNX WBRW WCAZ WCBT WEDC WFCI WFPG WFTC WGES WHOM WING WJBW WLBJ WLOF WNBZ WOCB WOKO WTEL WTRC.

Granted license renewals: KCRC KEVE KGCX KGIR WHK WQBC; WSPB (to Oct. 1, 1943); WFIN (to Oct. 1, 1944).

W65PH, Philadelphia — Denied petition for grant of application for modification of CP to change transmitter and studio locations, change transmitter type, change antenna system and for decrease in coverage; and modification of CP for extension of completion date; designated both applications for hearing.

WHEC Inc., Rochester, N. Y.—Granted CP for new high frequency (FM) station subject to Order No. 79 (policy re newspaper ownership of radio stations); channel 44,700 kc.; 3,200 square miles, subject to meeting engineering conditions.

W5XAU, Oklahoma City—Present license further extended on temporary basis to Feb. 1, 1943, pending determination upon application for renewal.

W9XLA, Denver—Same.

WRUL, Boston—Same.

Telegraph-Radio action—Deleted from all outstanding authorizations the frequencies 6370, 11145 and 13050 kc., presently assigned to Radiomarine Corp. of America, for coastal telegraph services, and assigned them to the international broadcast service.

DECEMBER 23

WBZ, Boston—Dismissed without prejudice petition for leave to intervene and enlarge issues in re application of WCOA, Pensacola, Fla., for CP (Docket 6441).

WBT, Charlotte; WBBM, Chicago; KFAB, Lincoln Neb.; WJAG, Norfolk, Neb.—Granted petition to dismiss without prejudice applications for CPs.

W9XER, Kansas City, Mo.—Granted motion to dismiss without prejudice application for developmental broadcast station.

NEW, Butler Broadcasting Co., Hamilton, O.—Granted petition to dismiss without prejudice application for new station; dismissed motion for extension of time within which to file exceptions.

Applications . . .

DECEMBER 22

WCBI, Columbus, Miss.—Modification of license to change frequency from 1400 to 1340 kc. (1400 kc.)

KGNC, Amarillo, Tex.—Modification of license to change frequency from 1440 kc. to 860 kc. and decrease power from 1 kw. N, 5 kw. D, to 500 w N, 5 kw. D (1440 kc.)

WJRM, Elkins, W. Va.—Modification of CP, as modified for new station, for extension of commencement and completion dates.

WENL, Columbia, S. C.—Modification of license to change name of licensee from The Liberty Life Ins. Co., to Surety Life Ins. Co.

KFMB, San Diego, Cal.—CP to make changes in transmitting equipment.

PLEASANT FAREWELL and a warm welcome were evidenced as Jack Tiffany (left), chief engineer of WKRC, Cincinnati, for the last four years, resigned to join Western Electric, and George Wilson (center) was appointed his successor. Wilfred Kennedy (right) was given Wilson's post as superintendent of engineers.

in the CONTROL ROOM

WILLIAM WERNICKE has joined the engineering staff of WOR, New York, replacing Henry Harrison, resigned Dec. 19. Earl Salmon has resigned from the station's recording division.

CHARLES T. EVANS, formerly sound technician of the Chicago Board of Education, has joined the sound effects staff of NBC Chicago.

CHARLES BLANCHARD Jr., engineer of NBC Chicago, has enlisted in the Navy. He will be replaced by E. I. Eisenmenger, former NBC employee on leave of absence from the Army Signal Corps.

RAY BAIRD has resigned as chief engineer of WCED, DuBois, Pa., and Vernon Stahl has been appointed acting chief engineer.

GEORGE HAGERTY, assistant chief engineer of KYW, Philadelphia, became the father of a boy born Dec. 12.

WILLIAM CAMPBELL, new to radio, has joined the control staff of CHML, Hamilton, Ont.

GLEN CROY, formerly in the control room of Pearl-Tone Recording Studios, Des Moines, has accepted a position on the control staff of WLEU, Erie, Pa.

RALPH WEBER, engineer of WHIO, Dayton, has joined the Army Signal Corps.

WALLACE W. WILSON, formerly of WNOX, Knoxville, Tenn., has joined the technical staff of WOWO-WGL, Fort Wayne, Ind.

COMPLAINT was issued by the Federal Trade Commission Dec. 22 against Frank J. Marks and Book-A-Week Club Inc., New York, for misrepresentation in broadcasting continuities and other advertising media. FTC said Marks falsely represented "National Committee for Education" as a group of teachers whereas it was merely his trade name, and used other misleading devices.

WIBG, Philadelphia, has announced its acquisition of the AP radio news wire of Press Assn., radio subsidiary of Associated Press.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PUREX Corp., Los Angeles (bleaching solution), on Dec. 21 started Boake Carter on 8 Don Lee Pacific stations, Mon., Wed., Fri., 9-9:15 a.m. (PWT). Agency: Lord & Thomas, Los Angeles.

J. B. WILLIAMS Co., Montreal (shave cream), on Jan. 3 starts *Le Chanson de Roland Bedard* on CKAC, Montreal, and CHRC, Quebec, Sun. 8:45-8:55 p.m. Agency: J. Walter Thompson Co., Montreal.

Renewal Accounts

COLGATE-PALMOLIVE PEET Co. Ltd., Toronto (various products) on Jan. 1 renews *The Happy Gang* on 33 Canadian Broadcasting Corp. stations, Mon. thru Fri. 1:15-1:45 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto, on Jan. 1 renews *Les Joyeux Troubadours* on 5 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 11:30-12 noon. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto (Cashmere Bouquet) on Jan. 5 renews *La Min d'Or* on 4 Canadian Broadcasting Corp. French stations, Tues. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLONIAL DAMES Corp., Los Angeles (cosmetics), on Dec. 18 renewed for 52 weeks *Find the Woman*, on 9 CBS Pacific and Arizona stations, Fri., 9:55-10 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

THOMAS J. LIPTON Ltd., Toronto (teas), on Jan. 3 renews for 13 weeks *Lipton's Tea Musicale* on 34 Canadian Broadcasting Corp. stations, Sun. 6-6:30 p.m. Agency: Vickers & Benson, Toronto.

DEPT. OF FINANCE, Ottawa (war savings) on Dec. 20 renewed for 13 weeks *National War Finance Program* on 53 Canadian Broadcasting Corp. stations, Sun. 7:30-8 p.m. Agency: Adv. Agencies of Canada, War Finance Group, Toronto.

CAMPBELL SOUP Co., Toronto (soups), on Jan. 1 renews *Jeunesse Doree* on 3 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 12-12:15 p.m. Agency: Cockfield Brown & Co., Toronto.

LEVER BROS. Ltd., Toronto (Rinso), on Jan. 1 renews *Grande Soeur* on 6 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 11-11:15 a.m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Ltd., Toronto (Sunlight), on Jan. 1 renews *Tante Lucy* on 6 Canadian Broadcasting Corp. French stations, Mon. thru Fri. 1:30-1:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD BRANDS, Toronto (Chase & Sanborn coffee) on Jan. 3 renews *Edgar Bergen* on 35 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

KRAFT CHEESE Co., Montreal, on Jan. 7 renews *Kraft Music Hall* on 28 Canadian Broadcasting Corp. stations, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., Montreal.

DEPT. OF FINANCE, Ottawa (war savings) on Dec. 25 renewed for 13 weeks *Notre Canada* on 13 Canadian Broadcasting Corp. stations, Fri. 8-8:30 p.m. Agency: Adv. Agencies of Canada, War Finance Group, Montreal.

COLGATE-PALMOLIVE PEET Co., Toronto (Cashmere Bouquet) on Jan. 1 renews *Penny's Diary* on 33 Canadian Broadcasting Corp. stations, Fri. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto (Cue, Palmolive shave cream) on Jan. 2 renews *Share the Wealth* on 32 Canadian Broadcasting Corp. stations, Sat. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (White laundry soap), on Dec. 28 replaces *Against the Storm* with *Snow Village* on 81 NBC stations, Mon. thru Fri., 11:30-11:45 a.m., at the same time shifting products from White Laundry Soap to Ivory soap for *Right to Happiness* on 67 NBC stations, Mon. thru Fri., 3:45-4 p.m. Agency: Compton Adv., N. Y.

RULE SUSPENSION AID TO WARFARE

RULES ordinarily in force for private operation of international broadcasting, recently taken over by the Government, were suspended by the FCC Dec. 22 in order "to coordinate the operation of all international broadcast stations in the interest of the Government for the conduct of psychological warfare and to insure maximum flexibility of operation". The section and subsections of the rules suspended were:

Section 4.46: "A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

"(a) The number of hours operated on each frequency.

"(b) A list of programs transmitted of special international interest.

"(c) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned."

Subsection (f)(1), (2) and (3) of Section 4.43:

"(f)(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

"(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

"(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English."

Subsections (d) and (e) of Section 4.44:

"(d) An international broadcast station will not be authorized to use more than one frequency listed in any group listed in paragraph (a) without a showing of technical necessity.

"(e) Not more than one frequency shall be used simultaneously under the same authorization and call letter designation."

At the same time the Commission interpreted Subsections (d) and (e) of Section 4.43 as requiring a single station identification for all stations which are carrying the same program, and as requiring identification of international broadcast stations only at the beginning and end of a transmission.

Bacher Leaves Treasury-OWI

WILLIAM BACHER, producer with the Treasury Dept. for its programs *Treasury Star Parade* and *Over Here*, resigned Dec. 16 following his objections to "certain policies laid down by the Department and the OWI" in producing the shows. No replacement has been set as yet for the transcribed *Star Parade* production duties, according to the William Morris Agency, New York, which serves as coordinator for these shows. Henry Hayward, a freelance producer, will take over the duties for BLUE program *Over Here*.

GENERAL MILLS Inc., Minneapolis (Cheerioats), on Dec. 28 shifts *Hop Harrigan* on 12 Pacific Coast BLUE stations, from Tues. thru Sat. to Mon. thru Fri., 9-9:15 p.m. Agency: Blackett-Sample-Hummert, Chicago.

W. A. SHAEFFER Co., Fort Madison, Ia. (pens, pencils), on Dec. 20 shifted *World News Parade* with Upton Close, on 162 NBC stations, Sun., 3:15-3:30 p.m. (EWT), from Chicago to Hollywood. Agency: Russel M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., of Canada Ltd., Toronto (laundry soap), on Dec. 28 replaced *Right to Happiness* with *Snow Village* on 19 Canadian Broadcasting Corp. stations, Mon. thru Fri. 4-4:15 p.m. Agency: Compton Adv., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury cosmetics), on Dec. 30 replaces *The Adventures of the Thin Man* with *Mr. and Mrs. North* on 126 NBC stations, Wed., 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

'Curly' to Be Filmed

NORMAN CORWIN, writer-producer of CBS New York, has sold film rights to his prize-winning radio playlet, *Curley*, to Columbia Pictures Corp. Rita Hayworth and Humphrey Bogart will co-star in the film version carrying title of "Our Friend Curly", with Lou Edelman producing. Script is being prepared by Irving Fineman, Harry Segall and Wanda Tuchock. Picture version will require actual appearance of several noted commentators, orchestra leaders and their bands, as well as other radio personalities.

Freddie Rich Signed

FREDDIE RICH, musical director of the weekly NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed to score the Paramount films, "Aerial Gunner" and "The Duchess Flies High".

THE 13th EDITION of the *Family Album* of WLS, Chicago, is offered to listeners at 50c an issue. Book is 56 pages, contains over 200 photographs of the entire administrative and talent staff of the station.

Cantor's 11th on NBC

EDDIE CANTOR, NBC comedian, celebrated his 11th anniversary as a network star on a recent broadcast of NBC's *Time to Smile*, sponsored by Bristol-Myers Co., New York. Cantor entered radio as a guest of Rudy Vallee in February 1931, starting his own show later in the year. He is credited with having discovered or helped on their way in the entertainment world such stars as Burns & Allen, Deanna Durbin, Parkyakarkus, Dinah Shore and Bobby Breen.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ENGINEER—Virginia 5 KW Network Station has opening for transmitter engineer. Box 148, BROADCASTING.

Immediate Openings—Announcers and licensed technicians state details and experience. Box 147, BROADCASTING.

Wanted by 5000 Watt CBS Affiliate—Engineer first class ticket, car. Airmail references, draft status, salary. Box 153, BROADCASTING.

TO THE LADIES—We know a station manager who claims that women are not as good engineers as men. We don't believe him so here's an opportunity for a woman who has a first class telephone license, an automobile and good references. Write complete details to Box 154, BROADCASTING. We will prove he is wrong, you will get a permanent position and we will get a good engineer.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Wanted—Studio or transmitter engineer. WHIO, Dayton, Ohio.

WANTED—Technical Director-Chief Engineer—A WOMAN. Daytime 1 kilowatt regional in mid-east. Must have first class FCC operators license and be able to take full charge, maintenance, operations and personnel. If your training and experience would enable you to fill this position even though you have not held post of this kind and you want the good salary that such a position commands, write *TODAY*. Box 146, BROADCASTING.

SOUND EFFECTS MEN — Experienced sound technicians for Midwest network originating station. Outline qualifications, draft status, salary. References. Box 145, BROADCASTING.

Two More First or Second Class Operators—For Alaska broadcasting stations, working in close cooperation with War Department and Office War Information. Edwin A. Kraft, 708 American Building, Seattle, Washington.

Midwest Local—Wants program director, man or woman, who is sober, and dependable. Must be able to take full charge of all programs, write new shows, and all commercial copy. Musical ability as organist, pianist or instrumentalist, and announcing experience helpful but not necessary. Salary $50.00 per week. Give availability date and full particulars in first letter. Box 144, BROADCASTING.

COMBINATION MAN—With car. Regional network station. Airmail experience, draft status, salary and references. Box 155, BROADCASTING.

ENGINEER—With first or second class license. KBIZ, Ottumwa, Iowa.

Help Wanted (Cont'd)

Salesmen—For permanent territory rich in potential program business. Excellent opportunity for a self-starting conscientious man. Completeness of information in application will influence consideration. WTOL, Toledo.

Operator—With any class license to work in 1000 watt Mutual station. Good working conditions, low living costs. Write or wire KLPM, Minot, North Dakota.

SPORTS ANNOUNCER — Play-by-play all sports including Sports Commentary as well as straight commercial work. Send transcription and full details including draft status, age, salary desired. KBIZ, Ottumwa, Iowa.

Transmitter Engineer Wanted — Write in for full details and send your qualifications. Permanent position, not a draft replacement. WAGE, Syracuse, N. Y.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. State salary expected, complete details first letter. WTJS, Jackson, Tennessee.

Situations Wanted

Program-Production Manager—With exceptional radio experience and background desires connection with large station. Executive with rare imagination and originality. Age 34, married, draft 3-A. Write Box 151, BROADCASTING.

Announcer—24. Small station. Draft status, 4F. Box 141, BROADCASTING.

Program Director—5 kw or manager smaller station. Six years executive experience sales, promotion, production. 3-A, family. Now employed. Box 143, BROADCASTING.

Announcer—Specialty: news. Also ad lib, commercials. 4F draft. Now employed by regional kilowatt. Transcription. Box 149. BROADCASTING.

Announcer—4F. New York vicinity. Experienced: news, commercials, disc jockey, control board. Available January. Box 150, BROADCASTING.

Wanted to Buy

Wanted—Will buy station in any part of country. Box 152, BROADCASTING.

Midwest Station—Prefer 5 kw in good market. Replies confidential. Box 142, BROADCASTING.

Two New or Good Used Turn-tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

For Sale—150 foot Blawknox tower complete with Lapp insulators and tower lighting equipment. Used only three years. Apply D. [illegible] Bradham, WTMA, Charleston, S. C.

THE RIGHT CUE
21.
ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

★

STATION MANAGER

An opportunity exists on a regional frequency, network affiliated station in the Rocky Mountain Area. Applicant must be experienced, have thorough background in both programming and sales, and his record must bear careful investigation. Give complete details of education, experience, and earnings, and enclose photograph with application. Address Box 124, BROADCASTING.

★

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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BROADCASTING
FOR
RESULTS!

Networks Increase War-Effort Time

Chains' Coverage Grows Through Affiliates

IN 1942 American radio went to war and the yearend reports of the coast-to-coast networks unanimously highlight the way they met "the challenge of keeping a militant people aroused, inspirited and informed," to quote the CBS review. Together the networks have in the past 12 months, devoted well over 4,000 network hours to broadcasting war effort programs and announcements.

That total does not include the thousands of news and news analysis programs which were almost completely concerned with reporting and explaining the progress of the war, both on the battlefields around the globe and on the production fronts at home. Nor does it include the thousands of hours of programs labeled as entertainment but which also rendered worthy wartime service in providing troops and war workers with amusement and relaxation.

Hundreds of Hours for War

The BLUE network, during the first 11 months of the year, broadcast 747 hours of war effort programs, including 232 hours of programs presented in cooperation with the various government agencies. Of the total, 644 hours were sustaining material and 103 hours sponsored programs.

Mutual, during the same period from Jan. 1 through Nov. 30, broadcast 1,913 war effort programs, 906 devoted to activities of the armed forces and 1,007 to home front events, occupying 721 hours of MBS time or roughly 10% of all Mutual time on the air.

Extending its figures through the full year, NBC reports that as of midnight, Dec. 31, it will, in 1942, have broadcast 2,700 war effort programs, utilizing 850 hours; 5,300 announcements of government messages, totalling 85 hours, and 4,500 war bond announcements, totalling 55 hours. The sum is 990 hours of pure war broadcasts.

CBS, figuring its data for the year ending Dec. 7, 1942, reports that it carried 6,481 war broadcasts, amounting to 1,501 network hours, plus 3,723 war announcements. Of the programs, 59.8% were sustaining. They covered 80 major subjects.

News in the Foreground

On the news front, CBS broadcast 4,158 war news broadcasts and analyses, adding up to 775 hours. NBC calculates that in 1942 it devoted 1,015 hours to news and special events, 14.2% of its total time on the air, compared to 10.5% devoted to these programs in 1941. Similar figures are not reported by the other major networks, but MBS reports that it increased its news coverage to a round-the-clock schedule with news reports every hour and half-hour from New York, Washington and Los Angeles which, supplemented by commentaries, accounted for 80 newscasts weekly.

Of its total of 7,175 network hours of broadcasting in 1941, NBC reports that 37% or 2,653 hours were devoted to public service programs, including news, forums and talks, serious music and general cultural broadcasts.

Nets Add New Stations

With the Boston Symphony Orchestra broadcasting its first concert on the BLUE on Dec. 26, the year ended with all of the four networks presenting regular concerts by outstanding symphonic orchestras. NBC each Sunday broadcasts its own symphony aggregation, with Arturo Toscanini and Leopold Stokowski each conducting 12 programs during the 1942-43 season. CBS each Sunday broadcasts the program of the New York Philharmonic - Symphony and Mutual on Fridays brings its listeners the music of the Philadelphia Symphony.

All of the networks increased the number of their affiliates during the year. The BLUE began with 116 outlets and finished with 146. MBS added 28 stations for a yearend total of 211, the largest total of any network. NBC added 10 stations in 1942 to bring its total of affiliates to 140, of which 134 are in the continental United States. CBS, with two new stations during the year, now has 117 outlets. All networks also added to their coverage through power increase and improved facilities of some of their affiliates.

Volume discount plans, encouraging advertisers to use larger networks, resulted in increased network billings and in larger average networks for commercial programs. Mutual, only network regularly reporting dollar revenue, for the first 11 months of 1942 had gross billings of $8,775,305, an increase of 38.1% from the 11-month total of 1941. The BLUE, reporting that the average number of stations used by its advertisers has increased from 70 last February to 91 in December, states that it will finish the year in the black, first network ever to make a profit in its first year of operation.

CBS, which put its discount plan into operation July 15, reports that by Dec. 15 more than 400 station hours had been added to its network commercial schedule and 35 additional program periods are currently heard over all CBS stations in this country. NBC's discount plan, becoming effective in late July, within two months had added 608 station hours a week to the network, NBC reports, adding that in this period the average daytime network expanded from 49 to 54 stations and the average evening network from 76 to 94 stations. As the year ends, 29 NBC sponsors have utilized the plan, to which the network credits much of the year's sales increase, which it states will bring NBC's dollar volume to an all-time high.

Spots Avert Crisis

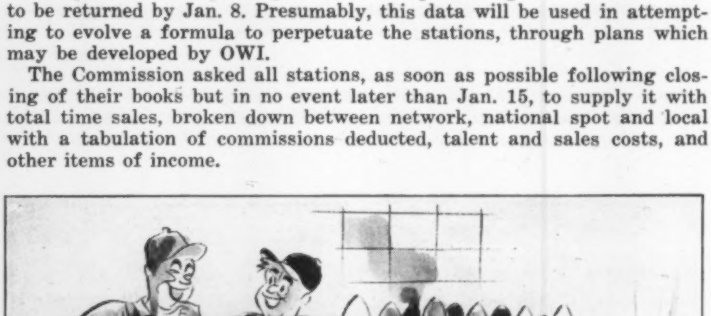
THREATENED with a recent breakdown in the city's gas supply because of the heavy burden resulting from a cold spell, the Washington Gas Light Co. bought time on all local Washington stations to appeal at frequent intervals for prompt curtailment of gas use in homes. Newscasters also stressed importance of burning no more than two burners in a cookstove. The utility followed up next day with newspaper space thanking Washingtonians for the manner in which the "public came through" in the emergency.

ANNUAL REPORTS CALLED BY FCC

FOLLOWING annual practice, the FCC last week sent to all stations its preliminary form on 1942 business, requesting returns by Jan. 15, at the latest.

Because of conditions provoked by declining business on local outlets in smaller markets, the FCC also sent to stations in that category a separate questionnaire eliciting information pertaining to business losses to be returned by Jan. 8. Presumably, this data will be used in attempting to evolve a formula to perpetuate the stations, through plans which may be developed by OWI.

The Commission asked all stations, as soon as possible following closing of their books but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local with a tabulation of commissions deducted, talent and sales costs, and other items of income.



Drawn for BROADCASTING by Sid Hix

*"It's Raymond Gabriel Gawdwin, the War Correspondent—
He Thought I Was Going to Drop This Shell!"*

CROSSLEY SURVEYS MULTI-SET HOMES

TO DISCOVER facts which might change the usual supposition in radio time buying circles that only one radio set is operating at one time in a home, Crossley Inc., at the request of WOR, New York, recently contacted 6,777 families in greater New York, asking them how many radio sets they owned as well as how many usually were in operation at one time.

Results were three-fold, as released by the WOR Continuing Study of Radio Listening in Greater New York last week.

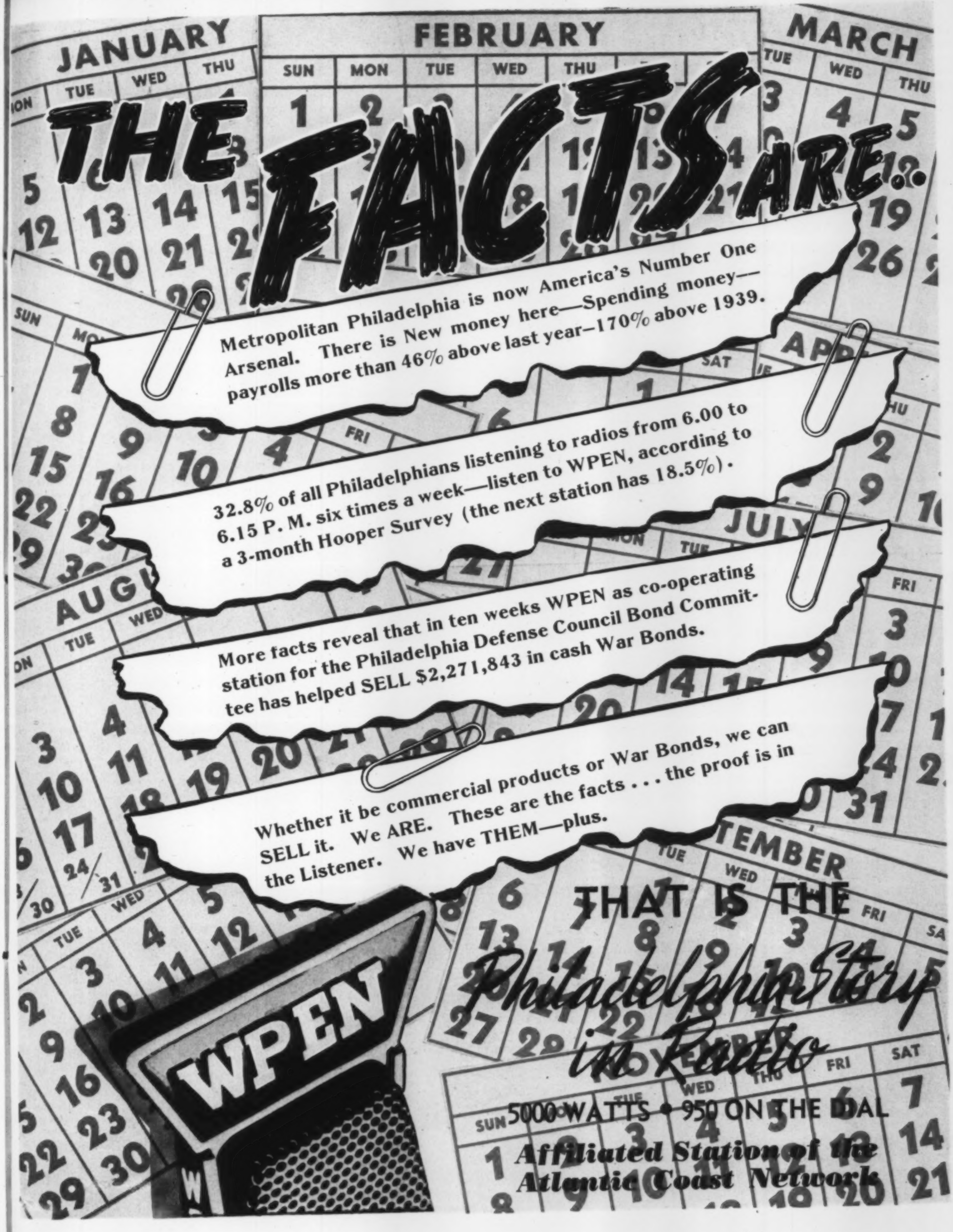
1—Two radios were on at the same time in 2.2% of the homes contacted and in 8% of the homes found to own more than one set. In most cases, the sets were tuned to different programs.

2—28% of the families contacted own two radios.

3—10% of the families own three or more radios. The study suggests that "radio probably delivers more than twice its indicated circulation in many homes", according to these results.

WSFA Head a Solon

HOWARD E. PILL, president and general manager of WSFA, Montgomery, Ala., has taken his seat in the Alabama legislature following his election, without opposition, in November, as representative from Montgomery County. His term of office is four years. Gordon Persons, recently with the Office of War Information and formerly part owner of WSFA, is now a member of the Alabama Public Utilities Commission.



Metropolitan Philadelphia is now America's Number One Arsenal. There is New money here—Spending money—payrolls more than 46% above last year—170% above 1939.

32.8% of all Philadelphians listening to radios from 6.00 to 6.15 P. M. six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5%).

More facts reveal that in ten weeks WPEN as co-operating station for the Philadelphia Defense Council Bond Committee has helped SELL $2,271,843 in cash War Bonds.

Whether it be commercial products or War Bonds, we can SELL it. We ARE. These are the facts . . . the proof is in the Listener. We have THEM—plus.

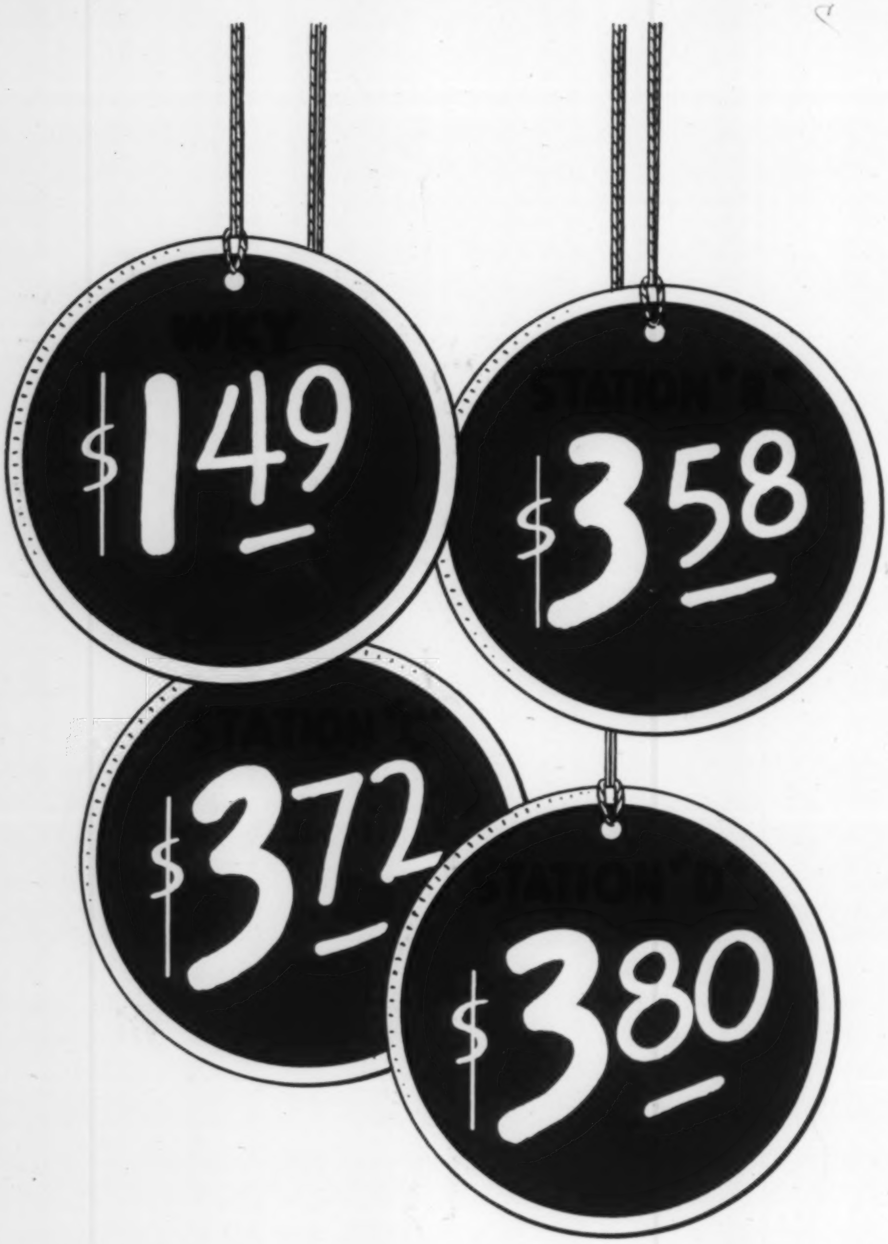
THAT IS THE

Philadelphia Story in Radio

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

7# 4/21-28
6



WHAT A WHALE OF A DIFFERENCE A LOT OF LISTENERS MAKE!

● WKY has a *lot* of listeners morning, afternoon, and night . . . more than all three other Oklahoma City stations put together . . . and that's what makes the *big* difference in the price tag!

The tags indicate average costs of delivering a quarter-hour evening program to one percent of the sets in use in Oklahoma City via its four stations, computed from Hooper measurements and 13-time rates. WKY delivers 56 times this amount of audience (Hooper, May-September, 1942) at less than half the unit cost of other stations, plus the coverage beyond Oklahoma City where WKY likewise dominates decisively both in square mileage and popularity.

You want listeners. You pay for listeners. That's what WKY gives you more of, at lower unit cost than any other Oklahoma City station.

WKY
OKLAHOMA CITY
Owned and Operated by The Oklahoma Publishing Co.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
Represented Nationally by The Katz Agency, Inc.

PRINTED IN U.S.A.

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15 Experts for Your Radio Department

As pioneers in the field of radio-station representation, we of Free & Peters *know* that the best way to "sell" radio time is to help you make radio easier to buy, more profitable to use.

Knowing this, we have deliberately built our organization to specification—fifteen top-notch men with over 200 cumulative years in radio and advertising—an expert team which can function, and often *does* function, virtually as a part of our customers' own radio departments.

That's the ideal of honorable service to which we have dedicated ourselves, in this pioneer group of radio station representatives.

Exclusive National Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
KDAL	Duluth
WDAY	Fargo
WISH	Indianapolis
WKZO	Kalamazoo-Grand Rapids
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
IOWA	
WHO	Des Moines
WOC	Davenport
KMA	Shenandoah
SOUTHEAST	
WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke
SOUTHWEST	
KGKO	Ft. Worth-Dallas
KOMA	Oklahoma City
KTUL	Tulsa
PACIFIC COAST	
KARM	Fresno
KECA	Los Angeles
KOIN-KALE	Portland
KROW	Oakland-San Francisco
KIRO	Seattle

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *247 Park Ave.* Plaza 5-4131 **DETROIT:** *New Center Bldg.* Trinity 2-8444 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *1512 N. Gordon* Gladstone 5949 **ATLANTA:** *322 Palmer Bldg.* Main 5667

1942 YEAR BOOK

NUMBER

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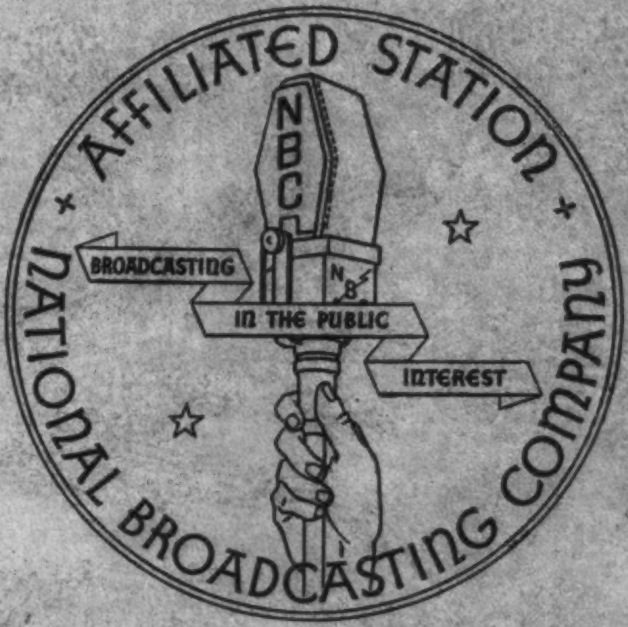
AFFILIATED STATION
NATIONAL BROADCASTING COMPANY
NBC
BROADCASTING
IN THE PUBLIC
INTEREST
NBC

FAMILY CREST

An emblem of service to the American people—the proud seal of every station affiliated with the NBC Red Network.

XUM

1942
PILLARS of
PROSPERITY
in New
England

NEW ENGLAND — substantially prosperous in normal times — is at an all-time peak in pro-uction and payrolls. This progress will continue be-ause its industries are essential for the present and ture, and because they employ particular types of illed well-paid labor, for which this section is noted.

Here, in clearly defined areas, are the people, e outlets and the sales potentials that can be ef-fectively utilized for profitable results by well co-rdinated advertising and merchandising. One of he essential factors in selling this rich market is intensive and comprehensive radio coverage. Keyed by the pioneer station WNAC, The Yankee Network has consistently built sales for scores of advertisers on numberless products and services.

Yankee Network stations, by close association with the business, cultural, educational and entertainment life of the various communities have the long-existing, firmly-established acceptance "stranger" stations cannot achieve or supplant. Build your promotions for 1942 around the network that is a vital part of New England.

THE YANKEE NETWORK, INC.

1 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC. *Exclusive National Sales Representative*

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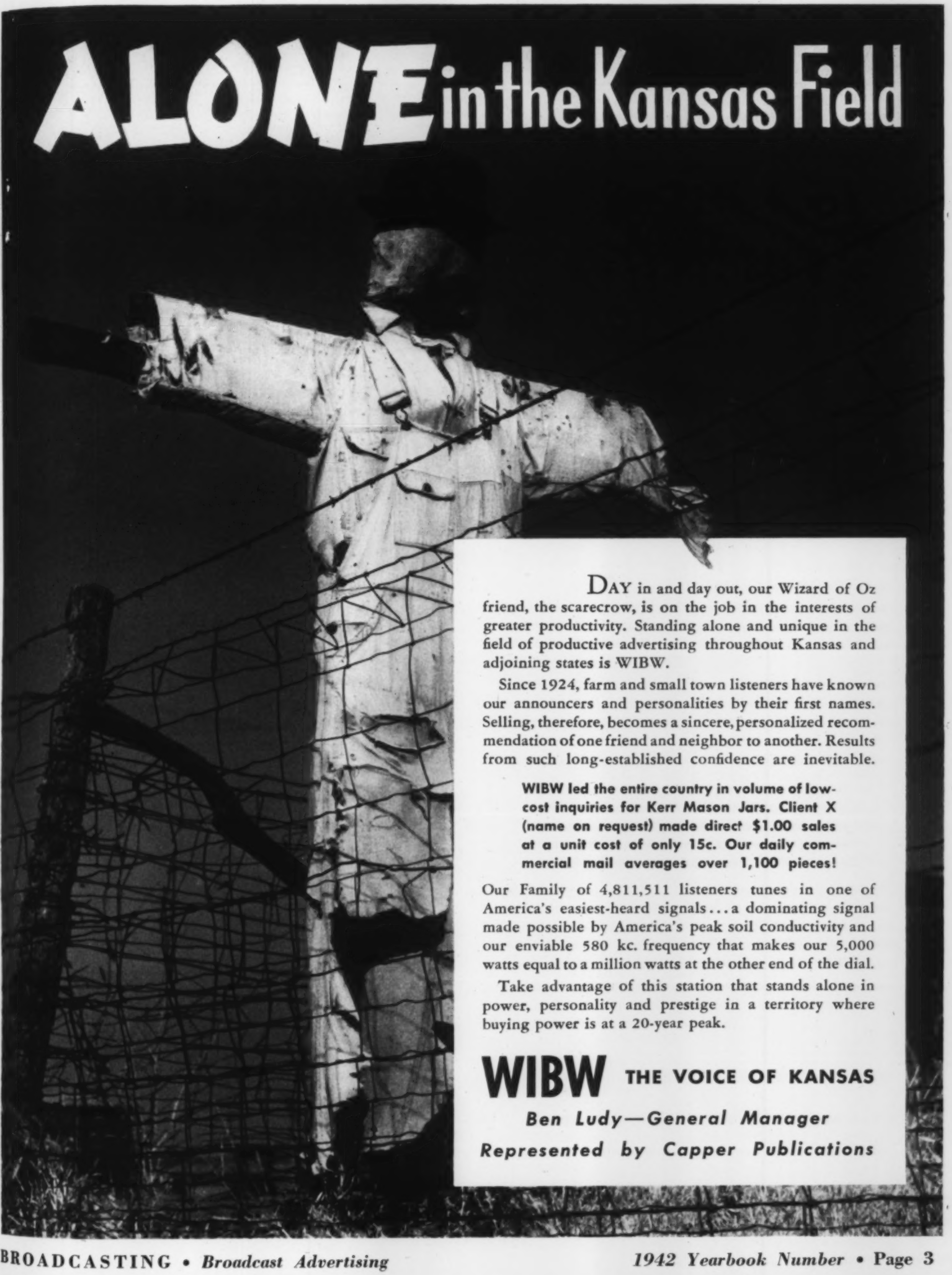
ALONE in the Kansas Field



DAY in and day out, our Wizard of Oz friend, the scarecrow, is on the job in the interests of greater productivity. Standing alone and unique in the field of productive advertising throughout Kansas and adjoining states is WIBW.

Since 1924, farm and small town listeners have known our announcers and personalities by their first names. Selling, therefore, becomes a sincere, personalized recommendation of one friend and neighbor to another. Results from such long-established confidence are inevitable.

WIBW led the entire country in volume of low-cost inquiries for Kerr Mason Jars. Client X (name on request) made direct $1.00 sales at a unit cost of only 15c. Our daily commercial mail averages over 1,100 pieces!

Our Family of 4,811,511 listeners tunes in one of America's easiest-heard signals . . . a dominating signal made possible by America's peak soil conductivity and our enviable 580 kc. frequency that makes our 5,000 watts equal to a million watts at the other end of the dial.

Take advantage of this station that stands alone in power, personality and prestige in a territory where buying power is at a 20-year peak.

WIBW THE VOICE OF KANSAS

Ben Ludy—General Manager

Represented by Capper Publications

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Pri-mary Read-er for Time Buy-ers

IF LIFE AIN'T ONE THING, IT'S AN UDDER!

CATTLE

Animals, from which come America's steaks. Farmers pull the cow's handles, to obtain such very profitable dairy products as milk, cream, buttermilk and butter.

I WAS EGGED INTO THIS!

CHICKENS

The source of eggs for your breakfast, and drumsticks for your dinner. Chickens and eggs both are bringing Nebraska farmers the best profits in years.

CORN

One of Nebraska's greatest crops, considered a delicacy in large cities. Now sells at record prices per bushel.

WHEAT

Another major crop, from which comes flour for your bread, biscuits, and pancakes. Does *not* grow as illustrated. At present levels, is bringing Nebraska farmers an enormous income.

MONEY

That for which Nebraska farmers exchange cattle, chickens, dairy products, corn and wheat crops, and all other farm products, Nebraska farmers now have almost more money than they know what to do with—and they're anxious to exchange it for *your* products! Reach these customers, through *their* station, KFAB! You *need* KFAB, to do a complete job of selling the rich farm markets throughout Nebraska and her neighboring states!

KFAB
LINCOLN, NEBR

FOR CITY LISTENERS, *use*

KOIL
OMAHA
KFOR
LINCOLN

DON SEARLE, *General Manager* ★ ★ ★ ED PETRY & CO., INC., *National Repr.*

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KSD

NBC
BASIC
RED
Network

A DISTINGUISHED
BROADCASTING STATION

First in St. Louis

To Establish a Rigid Protection to Listeners Against the Unworthy

Since KSD put the first programs on the air listeners have been protected against the unworthy. When advertisers began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics—a protection which listeners and advertisers appreciate.

We take the job of being a radio station *seriously!*

WE have an idea, neither revolutionary nor confined to us, that a radio station should be more than an FCC permit, a transmitter and a stack of records. Radio must roll up its sleeves, there is work to be done. Entertainment is not the whole of radio. Or, shouldn't be.

We have tried to make those who live within our area more conscious of today's fast-moving, living history by presenting a continuing series of public service programs. They bring "history in the making" right into the home; they are a reminder of a citizen's role in a democracy, the duties as well as the pleasures.

A partial list of this year's WMCA public service programs appears below. Each of the President's radio addresses has been broadcast and several have been re-broadcast. The governor of New York has been heard, as well as the mayors of New York City, Newark, Bridgeport, Yonkers and adjacent cities. Members of the cabinet, heads of Defense Boards, Congressmen, military leaders, state and city officials have appeared on this station with increasing frequency. Religious, fraternal and charitable organizations, too, have received time without stint.

Today, more than ever, we feel that public service is a vital part of a radio station's operation.

PUBLIC SERVICE SUSTAINING PROGRAMS HEARD ON WMCA AT REGULAR INTERVALS

LABOR ARBITRATION The only radio program in America which mediates labor disputes over the air. Has prevented and settled strikes and lockouts. Awarded top honors by Ohio State University as an adult educational program. Every Thursday night.

AMERICANA QUIZ A weekly Sunday night program conducted by Edward Boykin, author and historian. Focuses attention on American history. Received top local honors from the Women's National Radio Committee.

DEMOCRACY AT WORK A series of programs which dramatized the important defense roles of cities and towns in the New York area.

YOUTHBUILDERS' FORUM A weekly discussion of national and international events by average public school children (not geniuses). Program is used by 1500 school teachers as a basis for classroom discussions.

DOCTORS FOR DEFENSE A schedule of dramatic sketches showing the role of the doctor in defense. Prepared in collaboration with the New York State Medical Society.

FEDERATION OF CHURCHES Bi-weekly talks by leading members of the various religious faiths.

KEEP 'EM FLYING A new series of dramatic programs highlighting the lives and work of the men behind America's aviation plans. Officials of the Army and Navy Air Forces will appear as guests.

MORNING EXERCISES Aired five days a week as a measure in helping men and women stay fit.

WHY DEMOCRACY The arguments for democracy stated forcibly by well known figures including Lt. Governor Charles Poletti, Dorothy Thompson, Newbold Morris, Charles Evans Hughes, Jr. Presented by Council for Democracy.

GOOD HEALTH TO YOU Weekly discussions of health problems by outstanding medical authorities. Prepared by the Tuberculosis and Health Society in conjunction with the Information Bureau of the New York Academy of Medicine.

FRIENDSHIP BRIDGE A program of entertainment and cheer broadcast three times a week over WMCA and short-waved to England through WRUL.

LISTENERS' FORUM Round-table talks on matters of topical concern by capable, well-informed speakers who have included Clarence K. Streit, William Jay Schieffelin, Rockwell Kent, James Young.

SOME OF THE ORGANIZATIONS REPRESENTED ON SPECIAL WMCA BROADCASTS

American Red Cross
American Committee on Religion, Rights and Minorities
America First Committee
American Legion
American Social Hygiene Ass'n

Boy Scouts of America
British American Ambulance Corps
Brooklyn Church & Mission Fed.
Bundles for Britain
British War Relief Society

Citizenship Educational Service
Committee To Defend America By Aiding the Allies
Council for Democracy
Community Chest Drives
Catholic Charities
Committee for Inter-American Cooperation
Civilian & National Defense Exp.
Catholic Verein of America
Common Council for American Unity
Churches of God of Greater N. Y.
Citizens Housing Council

Daughters of American Revolution

English Speaking Union

Free Milk Fund for Babies
Federal Union
Federation of Churches
Fight for Freedom Committee
France Forever
Friends of Children

Grand Street Boys' Association
Greater New York Fund
Harlem Children's Camp Fund

Israel Orphan Asylum
International Free World Ass'n

Institute of Social Order

Jewish Theological Seminary
Jewish Consumptive Relief Society
Jewish National Fund of America

Knights of Pythias
Keep America Out of War Cong.
Knights of Columbus

Loyal Americans of German Descent

Marine Corps

National Foundation for Infantile Paralysis
National Consumers' League
New York City Bar Association
Nat'l Conference Christians & Jews
National Republican Club
National Foreign Trade Council
National Ass'n of Manufacturers
N. Y. Registered Nurses' Ass'n
N. Y. League Nursing Education

Overseas Press Club

Park Department of New York
Port Authority of New York
Polish National Society

Society for Propagation of the Faith
Stage Relief Fund
Sons of American Revolution
Society of Cincinnati
Salvation Army

Treasury Department

United Service Organizations
Union for Democratic Action
U. S. Committee for the Care of European Children
United China Relief

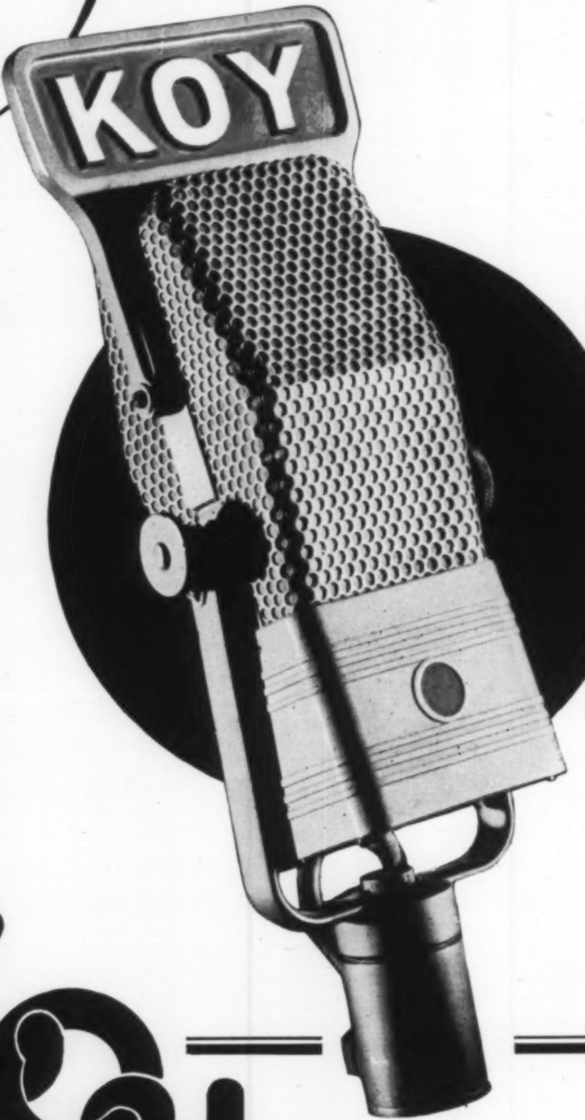
Veterans of Foreign Wars

Women's Defense Corps

AMERICA'S LEADING INDEPENDENT STATION **WMCA** NEW YORK

How To Get Results In Arizona

Use



LIKE WLS in Chicago, KOY Gets Results in its own territory. Advertisers have renewed on KOY time after time—they know that *KOY Gets Results!*

Consider this: a coffee advertiser offered a dictionary on KOY and 12 other western stations. *KOY produced greater response than any other station* carrying the three five-minute programs weekly!

For more intensive coverage, use the Arizona Network: KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee-Douglas. That's the most economical way to get intensive coverage where 90% of Arizona's retail dollars are spent! For further details on this rich market . . . and the resultful coverage of KOY and the Arizona Network, ask any John Blair man.

KOY

CBS Affiliate
1000 WATTS
Day & Night

PHOENIX
ARIZONA

550 KC.

KEY STATION OF THE ARIZONA NETWORK — KOY, PHOENIX — KTUC, TUCSON — KSUN, BISBEE-DOUGLAS

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

XUM

How To Get Results In Mid-West America

IT IS an accepted fact among hundreds of advertisers that advertising on WLS gets results. They have proved that to their own satisfaction — proved that WLS does influence people in Chicago and the Middle West.

A mail order advertiser, for example, offered a permanent wave kit for 50¢ on a WLS morning program three days weekly. He got results—but quick! From his first 10 programs, he received 8,987 orders, each with 50¢ enclosed!

This is but one example from among hundreds. For further proof . . . or for information on how *you* can use WLS to get Results in Chicago and the Middle West, write Glenn Snyder at WLS . . . or ask any John Blair man.

50,000 WATTS
NBC AFFILIATE

CHICAGO

The
PRAIRIE FARMER STATION

Burridge D. Butler
President

Glenn Snyder
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUGLAS

XUM

Sonovox

—THE GREATEST ADVANCE IN ENTERTAINMENT SINCE THE ADVENT OF TALKING PICTURES!

Sounds that *talk*—in words! Sounds that are apt or appropriate to the product you're advertising . . . sounds that suggest or remind . . . sounds that are merely beautiful and memorable—all these sounds can *speak* your commercials *in words!*

That's just part of the story of Sonovox. Sonovox transmutes an ordinary plug into an *entertainment feature.* Sonovox for the first time in history makes one-minute spots that draw fan mail. *Sonovox sells merchandise!*

Broadcasting Magazine says "Sonovox is a boon to radio programming." A famous advertising agency says "Sonovox will sell more radio time and more merchandise than any other new technique ever introduced into radio." Write us direct . . . . or ask your nearest F&P office.

WRIGHT-SONOVOX, INC.

180 N. MICHIGAN AVE. . . . CHICAGO

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
DETROIT: *New Center Bldg.* Trinity 2-8444
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising
1942 YEAR BOOK
NUMBER

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Broadcast Advertising in 1941

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ESTIMATED net time sales of broadcasting stations and networks during 1941 amounted to $176,280,000 on the basis of preliminary information available at the current writing.[1] Since net time sales represent gross billings less frequency and promotional discounts, they can be considered to constitute the gross receipts of the medium from the sale of time; the writer deeming agency commissions to be in the nature of an expense of sales.

In recent years net time sales have accounted for approximately 92% of the medium's revenues, so that total station and network receipts for 1941 quite probably were in the neighborhood of $190,000,000, although talent and miscellaneous income are extremely difficult to estimate.

Time sales were divided among the various portions of the medium as follows:

Table I
RADIO NET TIME SALES 1940-1941*

Class of business	*1940*	*% total*	*1941 (Estimated)*	*% total*
National network	$ 71,919,428	46.2%	$ 80,500,000	45.6%
Regional network	1,869,583	1.2%	2,500,000	1.4%
National & regional non-network	37,140,444	23.8%	45,670,000	26.0%
Local	44,756,792	28.8%	47,610,000	27.0%
Total net time sales †	$155,686,247	100.0%	$176,280,000	100.0%

* Official figures of the FCC have been used for 1940, while 1941 figures constitute estimates based upon preliminary data for a representative sample of stations of various classes.

† Gross billings less frequency and promotional discounts.

Radio advertising volume, as represented by net time sales, increased 13.2% in 1941 as compared to the preceding year's level. This was at a slightly slower rate than in 1940 when time sales rose 19.7% above those of 1939. Time sales of the medium have increased 49.2% during the past five years and in 1941 were 120.2% above the 1935 level.[2]

Net time sales during the period 1937-1941, the former year being the first in which the FCC collected fiscal information from broadcasters, are set forth in the following table:

TABLE II
Total Radio Net Time Sales (1937-1941)*

Year	*Net time sales*	*% Change previous yr.*
1937	$117,903.973	-------
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,686,247	+19.7%
1941	176,280,000 (Estimated)	+13.2%

*Sources: 1937-1940, FCC releases; 1941, estimated.

The slight decrease in 1938 volume indicated in Table II was due entirely to a decline of 8.3% in local broadcast advertising during that year.

Trends Within Medium

The marked relative growth of national and regional non-network advertising continued to hold the spotlight in 1941 as it has done almost without exception since about 1934. National spot advertising time sales during the year rose 22.9% above the 1940 level; a rate of growth almost identical to that of 1940 when spot business increased 23.8%. National and regional non-network advertising has increased 97.5% since 1937 and approximately threefold since 1935.

The development of this type of business has been steady throughout the period with the exception of 1939 when the rate of increase was but 6.8%. The relatively small increase during that year seems to have been due to a lag in the effect of the 1938 business recession with regard to this form of radio advertising.

National network business during 1941 increased 11.9% as compared to the previous year. The rate of growth for this portion of the medium was somewhat less than during the preceding year when the percentage of increase was 17.8%. The 1941 increase in national network advertising was at approximately the same rate as experienced in 1938 and 1939. An important aspect of national network revenues in recent years has been the greater relative growth of network volume in secondary markets and among the lower powered classes of stations.[3]

Local Shows Growth

Local broadcast advertising has continued to grow more slowly than have other forms of radio advertising, 1941 business of this type having increased but 6.8% over the previous year's level as compared to a general rise in net time sales of 13.2%. Part of this comparatively small increase may have been due to the marked rise in national non-network business, for at various times in the past rising spot volume seems to have acted as a brake upon local advertising development.

Nevertheless, a large portion of the relatively poor showing of local radio advertising in recent years has been due to more fundamental causes; chief among them the weakness of radio in the retail field at the present time. Time sales of local radio advertisers in 1941 were 33.1% above 1937 and 83.1% over 1935.

The extremely rapid rise of national and regional non-network advertising, and lag in local business have resulted in important shifts in the relative importance of the various portions of the medium during recent years. Whereas national network time sales represented approximately 50% of the industry's revenues in 1935 and 1937, they accounted for but 45.6% in 1941. In contrast to this downward tendency, national and regional non-network advertising represented 17.3% of the industry total in 1935, 19.7% in 1937 and 26.0% in 1941. Local broadcast advertising during the

(*Continued on page 12*)

Official Count of U. S. Broadcasting Stations
(From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882
Jan. 1, 1942	923

** Federal Radio Commission takes over regulation from Dept. of Commerce.*

† Federal Communications Commission replaces Federal Radio Commission July 11, 1934.

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[1] Net time sales estimates have been based primarily upon station data representing approximately 45 per cent of the medium's sales during recent years, together with information on network operations secured from certain of the networks.

[2] For a detailed analysis of radio advertising trends since 1935, see "An Analysis of Fiscal Operations of Stations and Networks: 1935-1940" on page 38 of this issue.

[3] For details regarding trends in network, national spot and local business on different classes of stations and in various size communities, see "An Analysis of Fiscal Operations of Stations and Networks: 1935-1940", page 38.

same period declined in relative importance from 32.3% of total time sales in 1935 to 30.3% in 1937 and 27.0% in 1941.

Since the gross billings of radio stations and networks represent the volume of time sold multiplied by the one-time rate charged for facilities *without the deduction of frequency and promotional discounts*, this figure quite naturally is considerably higher than that for net time sales volume. Moreover, it is a figure of extremely limited significance. Obviously it does not represent the actual gross receipts of the medium since stations and networks never receive the dollars represented by the aforementioned discounts. Morover, the use of gross billings as a measure of the *relative* importance of network, spot and local radio advertising is highly misleading since both the discount structures and the earned discounts vary materially between these types of business.

An example of the fallacious conclusions which can be drawn from gross billings is afforded by a comparison of radio gross billings and net time sales for the year of 1939 as compared with "net" space sales of newspapers and magazines for that year; the most recent year for which Census of Manufactures data, the only source of newspaper and periodical data equal in comprehensiveness to the FCC broadcasting reports, are available.

In 1939 radio gross billings amounted to $171,113,000, while net time sales were but $129,968,000. The latter figure is comparable to the receipts from advertising reported to the Census of Manufactures by newspapers and periodicals: $539,500,000 for the former and $224,500,000 for the latter. While the difference is not a great one, it is sufficient to be significant.

Common Denominator

But if one is seeking to form a judgment as to the potential economic impact of radio upon printed media, even this logical deflation of radio advertising data is not sufficient. Radio broadcasting receives no income from listeners and but a small portion of its total revenues from sources other than the sale of time.

In 1939, total radio broadcasting receipts amounted to $141,287,000. However, both newspapers and magazines secure a substantial proportion of their total revenues from subscriptions and sales. When receipts from these sources are added to the printed media figures, newspaper receipts for the year in question swell to $845,700,000, while magazine receipts rise to $409,000,000 as compared to the previously mentioned $141,287,000 of radio.

Nevertheless, gross billings are essential for one important purpose. They provide *the only common denominator* whereby the revenues of various media can be compared on an annual basis or, even more important, whereby a comparative study can be made of the use of different media by various product groups or by individual advertisers.

Until the year just closed, gross revenue figures were available for all major networks; although, with the exception of the estimates made by the National Association of Broadcasters from July 1933 through 1937, no similar information has been available for local radio advertising and only a limited amount for national spot. It is interesting to note, however, that the Bureau of Advertising of the American Newspaper Publishers' Assn. increasingly has been releasing dollar volume information regarding that medium.

Gross billings for the radio broadcasting industry for 1941 are presented in Table III.

TABLE III

Estimated Radio Gross Billings (1940)

Class of business	
National network	$106,900,000
Regional network	3,000,000
National & regional non-network	64,200,000
Local	63,500,000
Total gross billings	$237,600,000

Estimated gross billings for the medium since the establishment of network advertising on a permanent basis in the fall of 1926 have been as follows:

TABLE IV

Estimated Radio Gross Billings (1927-1941)*

Year	*National Networks*	*Others*	*Total*
1927	$ 3,833,000	987,000	$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000

* Estimates by the writer and Paul F. Peter, director of research, National Association of Broadcasters.

The more complete sample available for the current year's estimate has made possible a more detailed analysis of changes in non-network business during 1941 with regard to various classes of stations, although time requirements and other problems did not permit a similar analysis of receipts from network broadcasting.

It is estimated that national and regional non-network advertising on 50 kw. unlimited time clear-channel stations rose approximately 25% during the past year, slightly more than the average for the medium as a whole. National spot business on this class of station has shown continued strength for several years. In the case of 50 kw. part-time clear channel stations the gain in national spot volume was probably slightly in excess of 10%. The gain in national spot business was particularly strong in the case of the 5-25 kw. clear channel unlimited time group, where revenues from this source increased in the neighborhood of 45%.

National and regional non-network business on regional unlimited time stations probably increased about 25%, while receipts from this source on the part of other classes of regional stations seem to have risen in the neighborhood of 30%. Local unlimited time station revenues from spot advertising seem to have increased between 15% and 20% during the year just closed.

In the case of local broadcast advertising, business of this class on 50 kw. unlimited time clear-channel stations—a comparatively unimportant item in their general business—is estimated to have risen approximately 10%, while that of part-time stations of this class seems to have remained comparatively unchanged. Local volume on 5-25 kw. clear-channel stations is estimated to have increased in the neighborhood of 15% during 1941. There seems to have been but a slight increase in local business on regional unlimited stations, probably under 5%, due in the main to the crowded network and spot schedules. On the other hand, local broadcast advertising on all classes of local stations seems to have risen about 12%.

Product Groups

The task of estimating network gross billings by product groups for 1941 has been seriously complicated by the failure of NBC to make public any gross billings figures for 1941. However, summaries by product groups have been available for CBS and detailed information also has been published by Mutual.

It has been possible, on the basis of this and other information to make what seem to be reasonably accurate estimates of national network gross billings by types of products advertised. These are presented in Table V, although it has been impossible to give the monthly data heretofore published in the *Yearbook*.

TABLE V

Estimated National Network Advertising by Product Groups, 1940

Product group	*Gross billings*	*% total*
Automotive	$ 3,120,000	2.9%
Housing equipment & supplies	2,020,000	1.9%
Tobacco products	15,380,000	14.4%
Confectionery & soft drinks	4,200,000	3.9%
Drug & toilet goods	31,690,000	29.6%
Financial & insurance	1,010,000	.9%
Grocery food products	25,790,000	24.1%
Jewelry & silverware	360,000	.3%
Petroleum products & fuel	6,040,000	5.6%
Laundry soaps & household supplies	13,890,000	12.9%
Publications	1,050,000	1.0%
Travel & Hotels	120,000	.1%
Miscellaneous	2,750,000	2.5%
Total gross billings	$106,900,000	100.0%

Due to changes in sources of data and similar limitations, it has been necessary to readjust the product classes for which information is given. However, the majority of these readjustments from previous years have been in the nature of combinations of classes of minor importance, so that practically all major categories are comparable.

Thus data similar to that presented for building materials, paints and housefurnishings in the past have been combined under the heading of *housing equipment and supplies*. It has been necessary to shift soft drinks to the confectionery classification, thus changing data for this class and also lowering what, in the past, would have been the normal figure for the food group. There have been no other changes of major importance.

On the basis of estimated gross billings, national network automotive advertising seems to have increased approximately 10% over the preceding year and once more to have reached the 1939 level. There has been comparatively little change in the volume of automotive network advertising volume since 1937, when there was a drop.

Network advertising of housing equipment and supplies rose sharply during 1941 and was 25% above the preceding year's level.

Tobacco advertising showed little change during the year, rising but 5%. However, it has climbed steadily since 1937, when it amounted to $8,789,000 and in 1941 was estimated to have amounted to $15,380,000, nearly double the earlier figure.

There seems to have been a slight increase in network confectionery advertising, although here the problem is complicated by the reclassification of products.

Network drug and toilet goods advertising experienced the greatest growth in dollar volume as compared to 1940, rising over $5,000,000. The principal increase in this category has come since 1939 when its volume amounted to about $22,500,000. The percentage increase for this class of business over the previous year was 20.0% in 1941.

Financial and insurance advertising over national networks in 1941 remained comparatively unchanged from the preceding year's volume, although advertising by this product class has nearly tripled since 1938.

There probably has been a slight increase in food advertising, but again the changes are obscured by a necessary reclassification of type of business.

Jewelry and silverware advertising increased approximately 16% during the year and was more than double the 1939 volume of $500,000.

Petroleum products and fuel, almost entirely comprising gasoline and motor oil advertising, rose 40% as compared to 1940.

Household Supplies

Network advertising of soaps and household supplies increased 24% in 1941 as compared to the previous year, and experienced the second greatest gain in dollar volume—approximately $2,700,000.

Advertising by publications is estimated to have experienced the greatest *relative* growth of any product class, rising in the neighborhood of 80%. Travel advertising dropped sharply, as might be expected. The necessary reshifting of minor classifications from recent years makes any analysis of the miscellaneous group impossible.

Shifts in the relative use of national network advertising by different classes of products in recent years have resulted in significant changes in the percentage of gross billings represented by different product groups. These are shown for 1935, 1939 and 1941 respectively in Table VI.

TABLE VI

Estimated Percentage of National Network Gross Billings Represented by Different Product Groups

	% of total gross billings		
Product Group	*1935*	*1939*	*1941*
Automotive	7.9%	3.7%	2.9%
Housing equip. & supplies	1.4%	.8%	1.9%
Tobacco products	7.0%	14.0%	14.4%
Confectionery & soft drinks	2.6%	2.7%	3.9%
Drugs & toilet goods	33.0%	27.0%	29.6%
Financial & insurance	.8%	1.2%	.9%
Grocery food products	27.0%	29.6%	24.1%
Jewelry & silverware	.3%	.2%	.3%
Petroleum products & fuel	7.6%	5.1%	5.6%
Soaps & kitchen supplies	5.0%	11.7%	12.9%
Publications	.9%	.4%	1.0%
Travel & hotels	.1%	.1%	.1%
Miscellaneous	6.4%	3.5%	2.5%
Total gross billings	100.0%	100.0%	100.0%

Probably the most important tendency to be noted from the foregoing table is the increasing concentration of network gross billings in the convenience goods field: i.e., articles sold in small units by a multiplicity of retail outlets, for a small price and which are purchased frequently by consumers. If one leaves gasoline and lubricating oil out of the picture, which seems desirable in view of the present wartime emergency, goods of this type represented 74.6% of network billings in 1935, 85.0% in 1939 and 84.9% in 1941.

XUM

CORRECTION, PLEASE

BECAUSE we produce 19 network shows—people often say "Oh, yes, Young & Rubicam, the radio agency." We are glad to be known as leaders in radio, but not glad to have our leadership in other fields overlooked. Our business is not radio (nor is radio the biggest part of it). Our business is doing the whole advertising job from start to finish. Below are the clients for whom we do it. Study their advertising, wherever you see or hear it, and judge for yourself how well we do the job—in *all* media.

AGFA ANSCO, ***Binghamton, N. Y.***
Agfa Photographic Materials and Equipment

AMERICAN CAN COMPANY, ***New York, N. Y.***
Packers' Cans and General Line • Keg-Lined Beer Cans

BENDIX HOME APPLIANCES, INC., ***South Bend, Ind.***
Bendix Home Laundry

BISSELL CARPET SWEEPER COMPANY
Grand Rapids, Mich. Bissell Carpet Sweepers

BORDEN COMPANY, THE, ***New York, N. Y.***
Institutional • Manufactured Products (Evaporated and Condensed Milk, Malted Milk, Hemo, None Such Mince Meat) • Cheese Division • Fluid Milk Division (New York, Chicago, Detroit, Northern California) • Ice Cream Division (New York, Chicago, Detroit, Northern California) • Powdered Milk Division • Prescription Products Division

BRISTOL-MYERS COMPANY, ***New York, N. Y.***
Sal Hepatica • Minit Rub • Peterman's Discovery • Peterman's Roach Food • Peterman's Ant Food • Toushay Hand Lotion • Ipana (Radio)

CANNON MILLS, INC., ***New York, N. Y.***
Cannon Sheets • Pillowcases • Hosiery

CELANESE CORPORATION OF AMERICA
New York, N. Y. Celanese Yarns and Fabrics

CENTAUR COMPANY, THE, ***New York, N. Y.***
Fletcher's Castoria

CLAPP, HAROLD H., INC., ***Rochester, N. Y.***
Baby Foods

CLUETT, PEABODY & CO., INC., ***New York, N. Y.***
Arrow Shirts • Collars • Underwear • Neckwear

CONTINENTAL FOODS, INC., ***Hoboken, N. J.***
Continental Soups

CUMMER PRODUCTS COMPANY, ***Bedford, Ohio***
"Energine" Products

DRACKETT COMPANY, THE, ***Cincinnati, Ohio***
Drāno • Windex

DRAKE BAKERIES, INCORPORATED, ***New York, N. Y.***
Drake's Cakes

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION, INC., ***Detroit, Mich.***

FRANKFORT DISTILLERIES, INCORPORATED
Louisville, Ky. Four Roses • Paul Jones • Old Oscar Pepper Brand • Mattingly & Moore • Antique • Old Baker • Old Velvet

GENERAL FOODS CORPORATION, ***New York, N. Y.***
Postum • Grape-Nuts • Grape-Nuts Flakes Grape-Nuts Wheat Meal • Jell-O • Jell-O Pudding • Jell-O Ice Cream Powder and Freezing Mix • Swans Down Cake Flour • Sanka Coffee Kaffee Hag • La France • Satina • Calumet Baking Powder • Baker's Coconut • Minute Tapioca • Birds Eye Frosted Foods • Edible Nuts • Institutional

GULF OIL CORPORATION, ***Pittsburgh, Pa.***
Gulf Products

HOTELS STATLER COMPANY, INC., ***New York, N. Y.***

IGLEHEART BROTHERS, INC., ***Evansville, Ind.***
Swans Down Family Flour • Mixed Feeds

INTERNATIONAL FIBRE BOARD, LTD.
Ottawa, Ontario Ten/Test Insulating Board

INTERNATIONAL SILVER COMPANY, ***Meriden, Conn.***
Sterling Silver Div. • 1847 Rogers Bros. • Wm. Rogers & Son

INVESTORS SYNDICATE, ***Minneapolis, Minn.***

JELKE, JOHN F., COMPANY, ***Chicago, Ill.***
"Jelke's Good Luck" Margarine • Mayonnaise

JOHNSON & JOHNSON, ***New Brunswick, N. J.***
Baby Products Div. • Red Cross Div.

LEVER BROTHERS COMPANY, ***Cambridge, Mass.***
"Swan" Soap

LIEBMANN BREWERIES, INC., ***Brooklyn, N. Y.***
Rheingold Beer, etc.

LIFE SAVERS, INC., ***Port Chester, N. Y.***
Life Savers Candy Mints

LIPTON, THOMAS J., INC., ***Hoboken, N. J.***
Lipton's Tea

MASONITE COMPANY OF CANADA
Ottawa, Ontario Masonite Products

METROPOLITAN LIFE INSURANCE COMPANY
New York, N. Y.

MOLLÉ COMPANY, THE, ***New York, N. Y.***
Mollé Brushless Shaving Cream • Kling Dental Plate Powder

MOTOR WHEEL CORPORATION, ***Lansing, Mich.***
Duo-Therm Division

NATIONAL SUGAR REFINING COMPANY, THE
New York, N. Y. Jack Frost Sugars

NORTHERN PAPER MILLS, ***Green Bay, Wis.***
Toilet Tissues

OWENS-CORNING FIBERGLAS CORPORATION
Toledo, Ohio Fiberglas

PACKARD MOTOR CAR COMPANY, ***Detroit, Mich.***

PARKE, DAVIS & COMPANY, ***Detroit, Mich.***
Pharmaceutical and Biological Products

PERSONAL PRODUCTS CORPORATION, THE
Milltown, N. J. Modess • Meds • Co-Ets

PHARMA-CRAFT CORP., INC., THE, ***Louisville, Ky.***
"Fresh" Deodorant

PULLMAN COMPANY, THE, ***Chicago, Ill.***

RATH PACKING COMPANY, THE, ***Waterloo, Iowa***
Black Hawk Meats

ROYAL TYPEWRITER COMPANY, INC.
New York, N. Y. Royal Standard Typewriters Royal Portable Typewriters • Roytype Supplies

SANFORIZING DIV. OF CLUETT, PEABODY & CO., INC., ***New York, N. Y.*** Shrinking Process

7-UP COMPANY, ***St. Louis, Mo.***
"7-Up" Beverage

SIMMONS COMPANY, ***New York, N. Y.***
Beautyrest • Deepsleep • Slumber King Mattresses • Metal Furniture • Studio Couches Cribs and Beds

SINGER SEWING MACHINE COMPANY, THE
New York, N. Y. Singer Sewing Machines and Related Accessories

TRAVELERS INSURANCE CO., THE., ***Hartford, Conn.***

WALKER-GORDON LABORATORIES CO., INC.
Plainsboro, N. J.
Certified Milk and Acidophilus Milk

WESTINGHOUSE ELECTRIC & MFG. CO.
East Pittsburgh, Pa.

YOUNG & RUBICAM, Inc.

Advertising

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
HOLLYWOOD • MONTREAL • TORONTO

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1941

(Compiled for the 1942 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Retailing Today")

	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	60,000	....	†400,000
1923	550,000	15,000,000	4,500,000	12,000,000	....	....	136,000,000	1,000,000	....	†1,500,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	2,500,000	....	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	3,600,000	....	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	5,000,000	....	5,000,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*	7,100,000	250,000,000	80,000,000	105,000,000	800,000	32,000,000	340,000,000	27,500,000	5,800,000	40,800,000
1939*	10,538,000	355,000,000	98,000,000	120,000,000	1,400,000	54,000,000	450,000,000	28,700,000	6,500,000	45,200,000
1940*	11,150,000	380,000,000	110,000,000	110,000,000	1,800,000	72,000,000	500,000,000	29,300,000	8,000,000	50,100,000
1941	13,100,000	460,000,000	130,000,000	143,000,000	2,000,000	80,000,000	600,000,000	30,300,000	9,300,000	57,000,000

* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.
† Includes home-built sets.

Add

THIS POWERFUL STATION
TO YOUR LIST

WCAR

PONTIAC, MICHIGAN

for

BIG RESULTS

at

LOW COST

1000 STREAMLINED WATTS

RADIO SETS IN USE

	Jan. 1, 1941	*Jan. 1, 1942*
U. S Homes with Radios	29,400,000	30,300,000
"Secondary" sets in above homes	11,000,000	14,600,000
Battery portables	1,800,000	3,000,000
Auto-radios	8,000,000	9,500,000
Total sets in use. U. S.	50,200,000	57,400,000
Sets with shortwave reception	35,000,000	
Sets with FM	200,000	
Phonograph player units, including combination	.6,500,000	
Television receivers in use	10,000	

CENSUS BUREAU RADIO SET DATA

By HOWARD G. BRUNSMAN

Chief, Housing Statistics, Population Division, Census Bureau

THE BUREAU of the Census reports that information on the number of homes that have a radio was obtained for each occupied dwelling unit in the United States in the Census of Housing of 1940. The results of this Census shortly will be released. The type of information which is being made available is indicated below.

Data on the number of homes which have a radio will be presented separately for owner-occupied dwelling units, for tenant-occupied dwelling units, for white owners, nonwhite owners, white tenants, and nonwhite tenants for each of the following areas. These data will be presented in the Second Series Housing Bulletins. A separate bulletin in this series is being prepared for each State. Bulletins for several States are now available and it is anticipated that the full series will be completed by July, 1942.

a. Total of each State.
b. Total of the urban area of the State.
c. Total of the rural-nonfarm areas of the State.
d. Total of the rural-farm area of the State.
e. Each urban place having 50,000 inhabitants or more.
f. Each of the 140 metropolitan districts, as defined by the Bureau of the Census.

The number and percent of all occupied dwelling units having a radio also will be presented for each of the following areas in the Second Series Housing Bulletins. The data for these areas will not be shown separately by tenure or race.

a. Each urban place having 2,500 to 50,000 inhabitants.
b. Each county.
c. Total of the rural-nonfarm area of the county.
d. Total of the rural-farm areas of the county.

The number and percent of occupied dwelling units having a radio will be presented for each census tract in the 60 cities for which census tracts have been established. These data will be presented in the Population and Housing Bulletins on Statistics for Census Tracts. A separate bulletin will be issued for each of the census tract cities. It is anticipated that the full series will be completed by July, 1942.

According to present tentative plans, an analytical study will be made of the number of homes at each rental or value level that have a radio. The results of this study will be presented separately for owner-occupied and tenant-occupied dwelling units, and for white and nonwhite dwelling units in the southern States. The results of the study will be presented in the Third Series Housing Bulletins which should be completed before the end of 1942. The data will be obtained for each of the following areas:

a. Each State.
b. Total of the urban and rural-nonfarm areas of the State.
c. Total of the rural-farm areas of the State.
d. Each urban place having 50,000 inhabitants or more.
e. Each of the 85 principal metropolitan districts.

THE Fifth ESTATE

RADIO has become of age. Its miracle, now 21 years old, has advanced through all the stages of every important and beneficial service, and has become commonplace .... its mystery taken for granted.

That is as it should be. For radio is too important ... too great to be held in awe. Let the philosopher wonder at its cause, but let the people enjoy its effects. Radio is for the people.

Jew, Gentile, Catholic and Protestant are all served ... and served well by radio. For American radio is as democratic as the people it serves.

Information, entertainment, education and innumerable services that Midas could not buy with all his gold are to be had with the push of a button ... the flick of a dial. The financier is served no better ... no quicker than the farmer.

The American public ... comfortable and relaxed in the living room or speeding over the highway ... hears history as it is being made and is better informed on both sides than ever before. Radio has not only reported the events, but for the first time has brought about mass participation in the determination of a foreign policy.

Radio service is as limitless as the ether waves. In peace it provides culture, information and amusement. In catastrophe it has alleviated suffering and raised funds for the needy. Today it is bolstering morale and building bridges of understanding between the Americas. But regardless of its task ... always it serves.

That's why Radio is the Fifth Estate

WSM is proud to be a part of the American system of Broadcasting ... the Great Fifth Estate.

Air Castle of the South
50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr.   NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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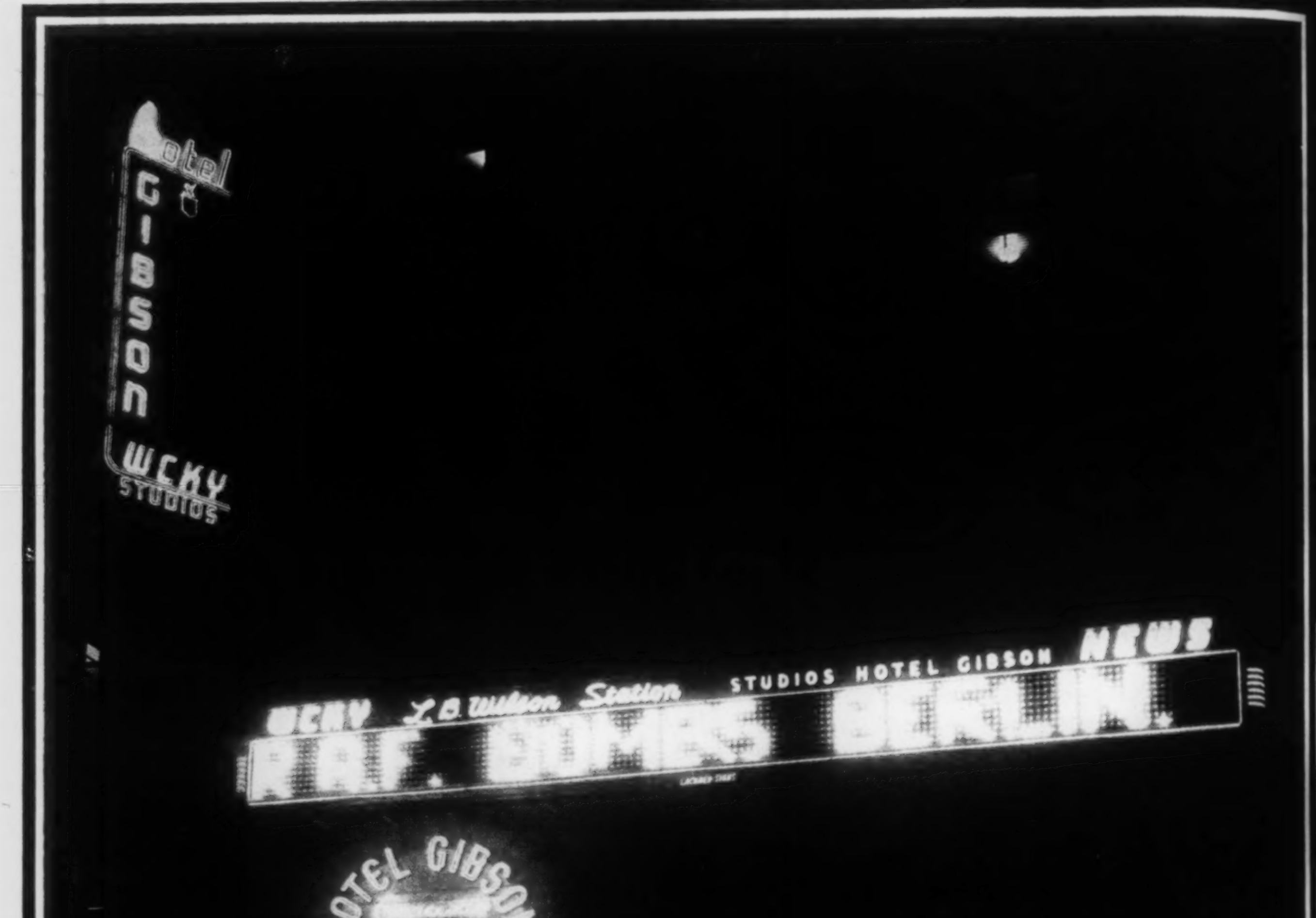
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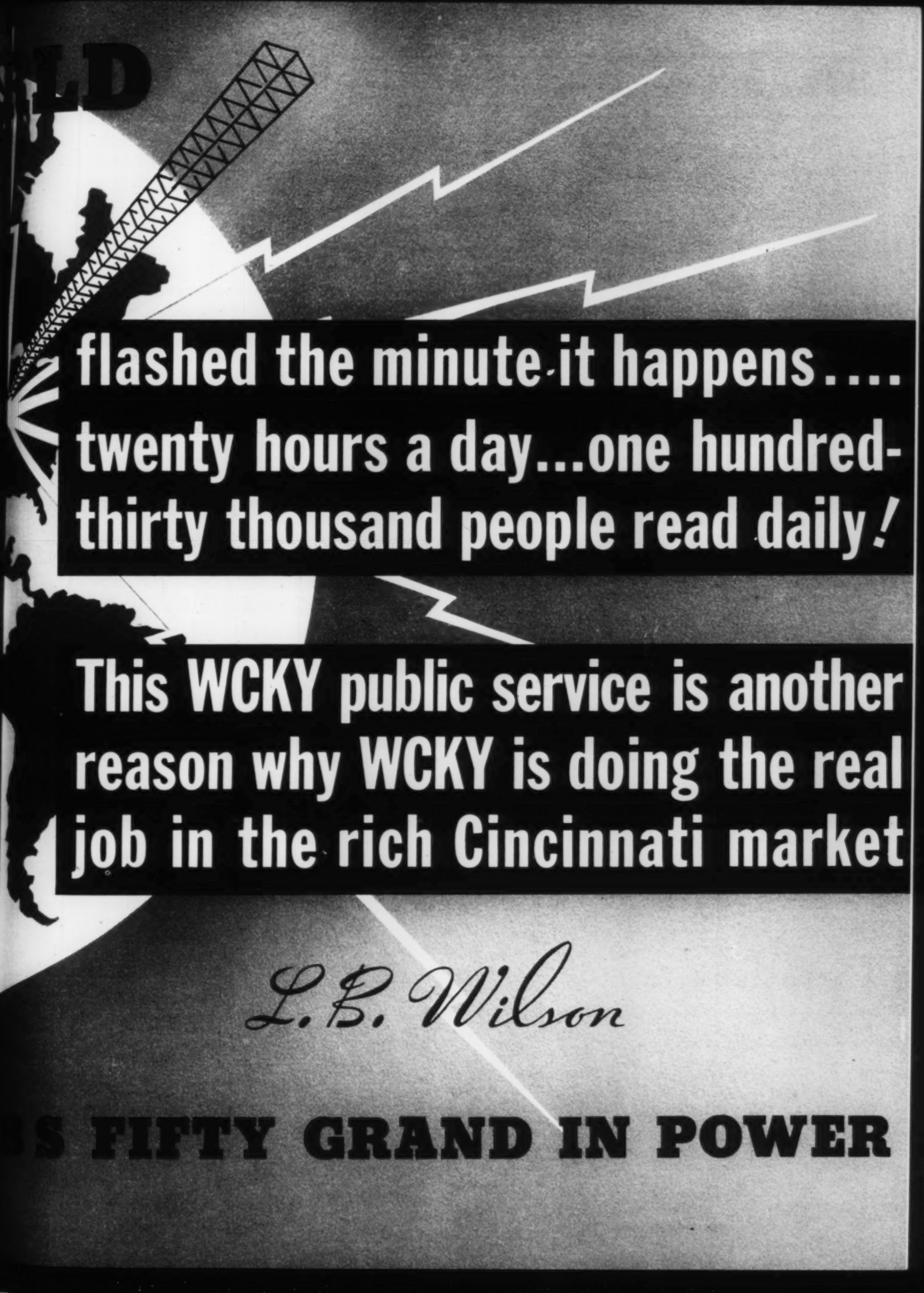


flashed the minute it happens.... twenty hours a day...one hundred-thirty thousand people read daily!

This WCKY public service is another reason why WCKY is doing the real job in the rich Cincinnati market

L. B. Wilson

S FIFTY GRAND IN POWER

XUM

National Networks' Gross Monthly Time Sales, 1927-1941

NATIONAL BROADCASTING COMPANY NETWORKS

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	$270,949	$651,015	$1,004,874	$1,418,979	$2,026,860	$2,635,447	$1,869,885	$2,391,667	$2,895,037	$2,681,815	$3,541,999
February	252,195	626,176	1,074,834	1,347,847	1,924,778	2,571,609	1,742,784	2,211,637	2,758,319	2,714,300	3,295,782
March	316,158	726,787	1,240,102	1,652,629	2,164,434	2,864,783	1,997,463	2,507,890	3,025,308	3,037,873	3,614,283
April	273,209	674,354	1,173,922	1,574,523	2,195,880	2,649,892	1,690,177	2,373,890	2,682,143	2,741,928	3,277,837
May	257,981	701,029	1,192,930	1,731,409	2,101,525	2,305,448	1,662,887	2,475,173	2,685,211	2,561,720	3,214,819
June	241,930	609,566	1,014,361	1,509,224	1,931,155	2,081,466	1,512,139	2,177,857	2,380,845	2,323,456	3,003,387
July	228,666	575,333	1,014,037	1,692,680	2,027,975	1,825,433	1,370,993	1,864,420	2,208,935	2,429,983	2,707,450
August	195,143	596,200	1,029,950	1,612,284	1,892,427	1,745,338	1,407,843	1,735,555	2,021,366	2,422,431	2,784,977
September	264,725	660,740	1,234,196	1,648,581	1,951,326	1,807,795	1,555,606	1,860,166	2,163,317	2,886,637	2,850,581
October	368,111	1,101,411	1,483,284	1,972,414	2,318,091	2,063,273	2,130,046	2,775,431	2,779,557	3,696,489	3,339,739
November	491,711	964,864	1,413,961	1,890,532	2,475,905	1,953,953	2,188,342	2,683,494	2,655,100	3,468,728	3,381,346
December	599,232	892,858	1,433,931	2,037,785	2,596,185	2,000,454	2,324,567	2,776,436	2,893,793	3,558,590	3,639,086
Total	$3,760,010	$8,780,333	$14,310,382	$20,088,887	$25,607,041	$26,504,891	$21,452,732	$27,833,616	$31,148,931	$34,523,950	$38,651,286

COLUMBIA BROADCASTING SYSTEM

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	....	$92,736	$274,324	$644,685	$692,114	$1,348,842	$941,465	$1,405,958	$1,768,949	$1,901,023	$2,378,620
February	....	99,837	322,355	592,943	750,621	1,319,414	884,977	1,387,823	1,654,461	1,909,146	2,264,317
March	....	98,492	400,872	726,093	1,110,526	1,436,050	1,016,102	1,524,904	1,829,553	2,172,382	2,559,716
April	....	138,891	407,695	705,442	1,076,103	1,354,592	775,487	1,371,601	1,615,389	1,950,939	2,563,478
May	....	84,280	400,537	642,782	1,065,352	1,326,994	624,256	1,255,887	1,287,455	1,749,517	2,560,558
June	....	78,400	319,413	592,248	1,057,230	915,830	553,056	925,939	1,066,729	1,502,768	2,476,576
July	....	72,800	322,171	431,428	877,366	591,183	445,414	630,290	910,470	1,292,775	1,988,412
August	....	89,600	325,040	392,673	774,518	540,342	499,638	513,315	879,019	1,232,588	1,955,280
September	....	119,336	395,290	535,760	947,138	685,156	547,203	700,491	1,086,900	1,838,932	2,028,585
October	....	158,368	503,753	792,833	1,099,717	972,358	1,125,793	1,752,601	1,930,512	2,754,808	2,505,485
November	....	200,032	535,355	775,394	1,247,248	1,105,895	1,277,459	1,682,959	1,722,390	2,429,917	2,654,473
December	$72,500	214,536	579,176	772,922	1,197,106	1,005,229	1,372,716	1,674,087	1,885,977	2,433,353	2,786,618
Total	$72,500	$1,447,308	$4,785,981	$7,605,203	$11,895,039	$12,601,885	$10,063,566	$14,825,845	$17,637,804	$23,168,148	$28,722,118

MUTUAL BROADCASTING SYSTEM

	1935	1936	1937	1938	1939	1940	1941
January	....	$157,721	$140,769	$269,894	$315,078	$317,729	$505,231
February	....	162,358	154,344	253,250	276,605	337,649	442,157
March	....	191,487	170,511	232,877	306,976	390,813	513,774
April	....	139,936	139,106	189,545	262,626	363,468	480,284
May	....	129,090	100,154	194,201	234,764	322,186	503,922
June	....	104,512	75,024	202,412	228,186	299,478	534,513
July	....	109,562	64,662	167,108	216,583	235,182	512,743
August	....	122,066	66,354	164,626	205,410	227,865	532,056
September	....	168,925	91,608	200,342	210,589	283,463	529,013
October	$180,374	271,629	147,714	347,771	428,221	784,676	839,829
November	173,411	227,545	157,661	360,929	327,045	627,562	958,935
December	175,301	193,496	147,163	337,369	317,699	576,983	948,498
Total	$529,086	$1,979,146	$1,455,070	$2,920,324	$3,329,782	$4,767,054	$7,300,955

NATIONAL BROADCASTING COMPANY—RED

	1938	1939	1940	1941*
January	$2,728,232	$3,211,161	$3,496,393	....
February	2,591,223	2,957,258	3,226,983	....
March	2,828,777	3,297,992	3,338,440	....
April	2,544,810	2,879,571	3,128,685	....
May	2,697,492	3,025,538	3,216,940	....
June	2,555,517	2,759,917	2,919,405	....
July	2,377,065	2,713,798	3,141,902	....
August	2,366,851	2,737,926	3,072,338	....
September	2,387,958	2,750,688	3,132,005	....
October	2,872,588	3,446,134	3,842,195	....
November	2,948,854	3,402,370	3,653,135	....
December	2,928,181	3,400,383	3,786,901	....
Total	$31,827,548	$36,600,736	$39,955,322	....

* Due to a change in policy 1941 figures were not released by NBC.

NATIONAL BROADCASTING COMPANY—BLUE

	1938	1939	1940	1941*
January	$1,065,284	$822,739	$908,815	....
February	906,830	773,437	905,101	....
March	978,054	872,860	965,904	....
April	765,695	681,413	912,833	....
May	716,708	676,564	817,682	....
June	645,052	622,487	722,695	....
July	581,645	569,757	688,536	....
August	574,248	574,644	665,924	....
September	591,283	564,619	747,774	....
October	901,376	773,119	1,203,499	....
November	950,065	832,614	1,045,943	....
December	958,891	879,365	1,122,972	....
Total	$9,635,131	$8,643,618	$10,707,678	....

* Due to a change in policy 1941 figures were not released by NBC.

COLUMBIA BROADCASTING SYSTEM

	1938	1939	1940	1941
January	$2,879,945	$2,674,057	$3,575,946	$3,909,638
February	2,680,335	2,541,542	3,330,627	3,502,557
March	3,034,317	2,925,684	3,513,170	3,928,902
April	2,424,180	2,854,026	3,322,689	3,891,422
May	2,442,283	3,097,484	3,570,727	3,825,466
June	2,121,495	2,860,180	3,144,213	3,706,989
July	1,367,357	2,311,953	3,071,398	3,498,594
August	1,423,865	2,341,636	2,875,657	3,414,820
September	1,601,755	2,563,132	3,109,863	3,527,262
October	2,387,395	3,366,654	4,001,492	3,898,979
November	2,453,410	3,474,163	3,689,778	3,708,095
December	2,529,060	3,529,154	3,819,989	3,771,654
Total	$27,345.397	$34,539,665	$41,025,549	$44,584,378

CBS Gross Billings

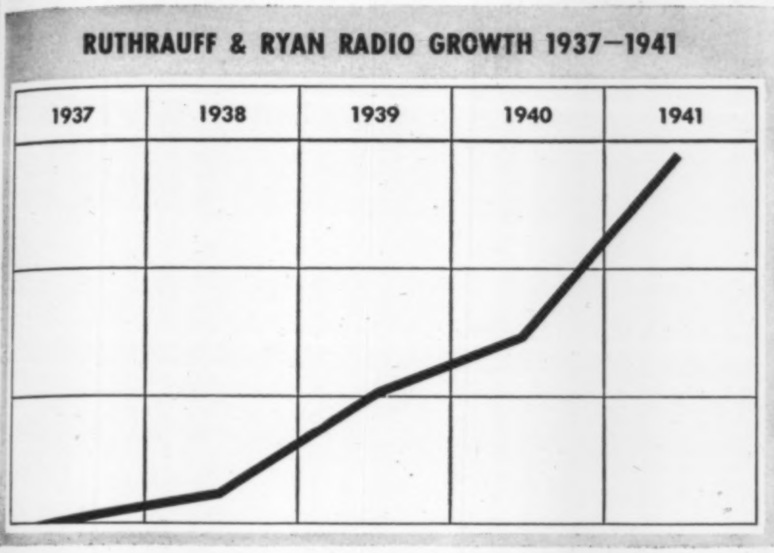
General Foods Corp.	$4,530,421
Campbell Soup Co.	4,316,450
Lever Brothers Co.	3,792,812
Colgate-Palmolive-Peet Co.	3,774,514
Procter & Gamble Co.	2,866,532
Liggett & Myers Tobacco Co.	1,657,108
William Wrigley Jr. Co.	1,453,366
R. J. Reynolds Tobacco Co.	1,176,236
Chrysler Corp.	1.147,710
The Texas Co.	1,120,705
Philip Morris & Co., Ltd. Inc.	1,114,125
American Home Products Corp.	1,075,501
American Tobacco Co.	974,333
Sterling Products, Inc.	971,541
Ford Motor Co.	900,518
General Mills, Inc.	876,466
Pet Milk Sales Corp.	768,736
E. R. Squibb & Sons	658,362
Prudential Insurance Co. of America	647,945
Coca-Cola Co.	587,056
Eversharp. Inc.	574,660
Brown & Williamson Tobacco Corp.	545,260
Lady Esther Co.	537,048
Gulf Oil Corp.	505,070
Thomas J. Lipton, Inc.	498,465
American Oil Co.	483,263
Chesebrough Manufacturing Co.	474,457
California Fruit Growers Exchange	452,206
United States Tobacco Co.	441,228
Continental Baking Co., Inc.	430.364
Armour & Co.	404,593
Campana Sales Co.	377,288
International Silver Co.	315,817
Florida Citrus Commission	271,145
Commercial Credit Co.	268,676
Magazine Repeating Razor Co.	264,498
Pacific Coast Borax Co.	258,846
Luxor, Ltd.	248,515
Emerson Drug Co.	235.663
Johnson & Johnson	215,441
Penn Tobacco Co.	215,428
Best Foods, Inc.	204,415
Bowey's, Inc.	185,410
Gillette Safety Razor Co.	152,105
Curtiss Candy Co.	136,872
Los Angeles Soap Co.	121,765
Libbey-Owens-Ford Glass Co.	96,580
Cudahy Packing Co.	91,872
Armstrong Cork Co.	91,801
Mennen Co.	90,528
Travel & Publicity Bureau of Ont. Govt.	88,285
Vick Chemical Co.	75,214
Johns-Manville Corp.	73,945
Planters Nut & Chocolate Co.	72,396
American Chicle Co.	56,056
General Petroleum Corp. of Calif.	47,956
International Cellucotton Products Co.	46,022
Elgin National Watch Co.	44,468
P. Lorillard Co.	44,144
Richard Hudnut	40,920
National Lead Co.	35,757
Macfadden Publications, Inc.	32,873
Peter Paul, Inc.	31,659
Art Metal Works	25,974
Union Oil Co.	25,344
Smith Brothers	21,643
C. F. Mueller Co.	20,699
Soil-Off Manufacturing Co.	20,217
Bathasweet Corp.	20,176
Knox Gelatine Co., Inc.	19,602
Breakfast Club Coffee	16,690
Albers Brothers Milling Co.	16,224
Colonial Dames, Inc.	16,054
Seaside Oil Co.	15,701
Wilmington Transportation Co.	13,737
Atlantic Refining Co.	11,265
Alexander Smith & Sons Carpet Co.	10,569
Bekins Van & Storage Co.	7,881
General Motors Corp.	6,431
Luden's, Inc.	6,137
Nestle's Milk Products, Inc.	5,597
Gallenkamp Stores Co.	4,413
Tayton Co.	4,152
Shell Oil Co.	3,556
Eagle Oil & Refining Co.	2,384
Vultee Aircraft Corp.	521
GRAND TOTAL	$44,584,378

CBS GROSS SALES BY MONTHS

	1941	1940	% Increase
Jan.	$3,909,638	$ 3,575,946	9.3
Feb.	3,502,557	3,330,627	5.1
March	3,928,902	3,513,170	11.8
April	3,891,422	3,322,689	10.7
May	3,825,466	3,570,727	7.1
June	3,706,989	3,144,213	17.9
July	3,498,594	3,071,398	13.9
Aug.	3,414,820	2,875,657	18.7
Sept.	3,527,262	3,109,863	13.4
Oct.	3,898,979	4,001,492	*2.5
Nov.	3,708,095	3,689,778	.5
Dec.	3,771,654	3,819,989	*1.3
TOTAL	$44,584,378	$41,025,549	8.7

* Decrease.

Again the Biggest Radio Year in "R*and*R" History



ONCE again Ruthrauff & Ryan has completed a record year in Radio advertising. Figures for 1941 far exceed those of any previous year in this Agency's history.

But even more significant is the fact that this increased growth has been due in large measure to the increased billing of our old clients—good evidence that Ruthrauff & Ryan methods make themselves felt in *Sales*.

In achieving this success, Ruthrauff & Ryan has not been wedded to any one formula, nor limited to any particular kind of show. Among our programs are included Comedy, Musical, Dramatic, Variety, Daytime Serials, Audience Participation and "Spot" Broadcasting.

Another important success factor is this Agency's sales-minded attitude toward "commercials." Our "commercial" writers are chosen for their *salesmanship*—for their ability to sell through the spoken word.

Would you like to know more about the radio background of Ruthrauff & Ryan—one of the few agencies in America with complete radio facilities in the East, Mid-West and West Coast territories? We shall be glad to arrange an interview at your convenience.

Ruthrauff & Ryan, Inc.

Advertising

NEW YORK · CHICAGO
ST. LOUIS · DETROIT · HOLLYWOOD
SAN FRANCISCO · SEATTLE · HOUSTON

NETWORK PROGRAMS

MAJOR BOWES' ORIGINAL AMATEUR HOUR
Sponsored by Chrysler Corporation for Plymouth, Dodge Passenger Cars and Trucks, De Soto and Chrysler Motor Cars

EDWARD G. ROBINSON IN "BIG TOWN"
Sponsored by Lever Brothers Company for Rinso

BOB BURNS IN "THE ARKANSAS TRAVELER"
Sponsored by Campbell Soup Company for Campbell's Soups

"THAT BREWSTER BOY"
Sponsored by Quaker Oats Company for Quaker Oats and Mother's Oats

"VOX POP" with PARKS JOHNSON, WALLY BUTTERWORTH
Sponsored by Emerson Drug Company for Bromo-Seltzer

"GOOD WILL HOUR" with JOHN J. ANTHONY
Sponsored by Ironized Yeast Company for Ironized Yeast

LANNY ROSS
Sponsored by Campbell Soup Company for Franco-American Spaghetti, Macaroni, and Beef Gravy

"GRAND CENTRAL STATION"
Sponsored by Lever Brothers Company for Rinso

"QUIZ OF TWO CITIES"
Sponsored by Noxzema Chemical Company for Noxzema Skin Cream

"AUNT JENNY'S REAL LIFE STORIES"
Sponsored by Lever Brothers Company for Spry Shortening

"ELLERY QUEEN"
Sponsored by Emerson Drug Company for Bromo-Seltzer

"BIG SISTER"
Sponsored by Lever Brothers Company for Rinso

"ARE YOU A MISSING HEIR?"
Sponsored by Ironized Yeast Company for Ironized Yeast

"THE SHADOW"
Sponsored by Delaware, Lackawanna & Western Coal Company for 'blue coal'

"MEET MR. MEEK"
Sponsored by Lever Brothers Company for Lifebuoy Soap

"A HELPING HAND" with JOHN J. ANTHONY
Sponsored by Ironized Yeast Company for Ironized Yeast

"ORPHAN ANNIE"
Sponsored by Quaker Oats Company for Puffed Wheat and Puffed Rice Sparkies

NETWORK PROGRAMS IN CANADA

BIG SISTER . . . *for Rinso*
BIG TOWN . . . *for Rinso*
CANADIAN THEATRE OF THE AIR . . . *for Ironized Yeast*
GRAND SOEUR . . . *for Rinso*
LES SECRETS DU DR. MORHANGES . . . *for Ironized Yeast*
LIONEL PARENT CHANTE . . . *for Rinso*
LUCY LINTON'S STORIES FROM LIFE . . . *for Sunlight Soap*
NAZAIRE and BARNABÉ . . . *for Lifebuoy Soap*
TANTE LUCIE . . . *for Sunlight Soap*

"SPOT" PROGRAMS

AMERICAN CIGARETTE & CIGAR COMPANY, Inc. . . . *for Pall Mall Famous Cigarettes*
BINYON OPTICAL COMPANY . . . *Optical Supplies*
DODGE DIVISION OF CHRYSLER CORPORATION . . . *for Dodge Passenger Cars*
DAVID G. EVANS COMPANY . . . *"Old Judge" Coffee*
H. FENDRICH, Inc. . . . *for La Fendrich Cigars*
GALVESTON-HOUSTON BREWERIES, Inc. . . . *Beer and Ale*
GARRETT & COMPANY, Inc. . . . *"Virginia Dare" and Garrett Wines*
GILMORE OIL COMPANY . . . *Gasoline and Oils*
GOLDEN STATE COMPANY, Ltd. . . . *Dairy Products*
GOODALL COMPANY . . . *Palm Beach Suits and Fabrics*
HYDE PARK BREWERIES ASSN., Inc. . . . *Beer and Ale*
JOHNSON STEPHENS & SHINKLE SHOE COMPANY . . . *"Rhythm-Step" Shoes*
KRIM-KO COMPANY . . . *Chocolate Milk Beverage*
LANGENDORF UNITED BAKERIES, Inc. . . . *"Homestead" and "Langendorf" Bread*
LEVER BROTHERS COMPANY . . . *for Lifebuoy Soap, Rinso and Spry*
OSHKOSH B'GOSH, Inc. . . . *Overalls*
QUAKER OATS COMPANY . . . *for Quaker Oats, Puffed Wheat and Puffed Rice Sparkies*
JACOB RUPPERT, BREWERY, Inc. . . . *for Ruppert Beer and Ale*
SOUTHWESTERN DRUG CO. . . . *Red Arrow Laboratories*
STERLING BREWERS, Inc. . . . *Beer and Ale*

1941 CBS GROSS Billings by Agencies

Ruthrauff & Ryan	$5,040,316
Young & Rubicam	4,534,054
Ward Wheelock Co.	4,303,400
Benton & Bowles	2,554,656
Blackett-Sample-Hummert	2,507,326
Lord & Thomas	2,181,357
William Esty & Co.	1,947,404
Ted Bates Inc.	1,701,359
Biow Co.	1,688,785
Newell-Emmett Co.	1,657,108
McCann-Erickson	1,633,821
Compton Adv.	1,492,362
Sherman & Marquette	1,491,056
J. Walter Thompson Co.	1,325,700
Buchanan & Co.	1,120,705
Arthur Meyerhoff & Co.	1,110,684
Pedlar & Ryan	964,459
Gardner Adv. Co.	759,916
BBDO	729,840
Arthur Kudner Inc.	718,804
Geyer, Cornell & Newell	658,362
D'Arcy Adv. Co.	587,056
Knox Reeves Adv.	500,306
Joseph Katz Co.	483,263
Aubrey, Moore & Wallace	377,288
H. W. Kastor & Sons Adv. Co.	287,793
J. M. Mathes Inc.	270,635
O'Dea, Sheldon & Canady	268,676
H. M. Kiesewetter Adv. Agency	217,584
Raymond R. Morgan Co.	194,161
Sorensen & Co.	185,410
Maxon Inc.	172,804
C. L. Miller Co.	136,872
Walsh Adv. Co.	88,285
Lee Anderson Adv. Agency	83,131
Morse International	75,214
Erwin, Wasey & Co.	68,630
Badger, Browning & Hersey	56,056
Fuller & Smith & Ross	55,970
Smith & Drum	47,956
Lennen & Mitchell	44,144
U. S. Adv. Co.	40,610
Brisacher, Davis & Staff	31,659
Cecil & Presbrey	25,974
J. D. Tarcher Co.	21,643
Hillman-Shane Adv. Agency	20,217
Kenyon & Eckhardt	19,602
Lockwood-Shackelford Adv. Agy.	16,690
Glasser Adv. Agency	16,054
McCarty Co.	15,701
N. W. Ayer & Son	11,265
Anderson, Davis & Platte	10,569
Gillham Adv. Agency	8,820
Brooks Adv. Agency	7,881
Leon Livingston Agency	5,597
Long Adv. Service	4,413
General Adv. Agency	2,384
Vickers & Benson	2,070
Logan & Arnold	521
GRAND TOTAL	$44,584,378

1941 CBS BILLINGS, by Industries

Automotive	$ 2,054,659
Building Materials	170,525
Cigars, Cigarettes, Tobacco	6,193,836
Confectionery, Soft Drinks	2,265,009
Drugs, Toilet Goods	10,713,107
Financial, Insurance	916,621
Foods, Food Beverages	13,862,991
House Furnishings	102,370
Jewelry, Silverware	360,285
Lubricants, Fuel	2,215,244
Paints	35,757
Shoes, Leather Goods	4,413
Laundry Soaps, Housekeepers Supplies	4,971,604
Stationery, Publishers	607,533
Travel, Hotels	109,903
Sporting, Aircraft	521
GRAND TOTAL	$44,584,378

NO NBC LISTINGS

OWING to a new policy established last year by NBC, figures on time sales and listings of advertiser and agency billings have not been released for publication. NBC statistics and billing figures for 1940 will be found in the 1941 BROADCASTING *Yearbook*, pages 20-22.

CBS 1941 BILLINGS BY AGENCIES, SPONSORS

*Handled by More Than One Agency

ANDERSON, DAVIS & PLATTE		$10,569
Alexander Smith & Sons Carpet Co.	$10,569	
LEE ANDERSON ADV. AGENCY		83,131
Chrysler Corp.*	83,131	
AUBREY, MOORE & WALLACE		377,288
Campana Sales Co.	377,288	
N. W. AYER & SON		11,265
Atlantic Refining Co.	11,265	
BADGER, BROWNING & HERSEY		56,056
American Chicle Co.	56,056	
TED BATES Inc.		1,701,359
Colgate-Palmolive-Peet Co		
Dental Cream*	490,623	
Shaving Cream	411,592	
Octagon Products	330,730	
Crystal White*	38,050	
Continental Baking Co.	430,364	
BBDO		729,840
Armstrong Cork Co.	91,801	
Brown & Williamson Tobacco Corp.	545,260	
Lever Brothers Co.—Silver Dust	88,627	
Tayton Co.	4,152	
BENTON & BOWLES		2,554,656
Best Foods	204,415	
General Foods Corp.—		
Post Toasties	698,571	
Post 40% Bran Flakes	219,296	
Maxwell House Coffee	487,550	
Diamond Salt	98,228	
Baker's Chocolate	25,445	
Richard Hudnut	40,920	
Prudential Insurance Co. of America	647,945	
Procter & Gamble Co.—Ivory Snow	132,286	
BIOW Co.		1,688,785
Eversharp Inc.	574,660	
Philip Morris & Co. Ltd. Inc.	1,114,125	
BLACKETT-SAMPLE-HUMMERT		2,507,326
American Home Products Corp.—		
Anacin	594,364	
Bisodol	164,817	
Edna Wallace Hopper	78,299	
Kolynos	238,021	
Cudahy Packing Co.	91,872	
General Mills—		
Bisquick	149,908	
Gold Medal	226,252	
Procter & Gamble Co.—		
Dreft	35,468	
Oxydol	491,212	
Sterling Products—Bayer Aspirin	437,113	
BRISACHER, DAVIS & STAFF		31,659
Peter Paul Inc.	31,659	
BROOKS ADV. AGENCY		7,881
Bekins Van & Storage Co.	7,881	
BUCHANAN & Co.		1,120,705
The Texas Co.	1,120,705	
CECIL & PRESBREY		25,974
Art Metal Works	25,974	
COMPTON ADV.		1,492,362
Procter & Gamble Co.—		
Crisco	480,931	
Duz	151,177	
Ivory Soap	648,625	
Ivory Flakes	211,629	
D'ARCY Co.		587,056
Coca-Cola	587,056	
ERWIN, WASEY & Co.		68,630
Macfadden Publications	32,873	
National Lead Co.	35,757	
WILLIAM ESTY & Co.		1,947,404
Elgin National Watch Co.	44,468	
Lever Brothers Co.—Lifebuoy	726,700	
R. J. Reynolds Tobacco Co.	1,176,236	
FULLER & SMITH & ROSS		55,970
Libbey-Owens-Ford Glass Co.*	55,970	
GARDNER ADV. Co.		759,916
Pet Milk Sales Corp.*	759,916	
GENERAL ADV. AGENCY		2,384
Eagle Oil & Refining Co.	2,384	
GEYER, CORNELL & NEWELL		658,362
E. R. Squibb & Sons	658,362	
GILLHAM ADV. AGENCY		8,820
Pet Milk Sales Corp.*	8,820	
GLASSER ADV. AGENCY		16,054
Colonial Dames	16,054	
HILLMAN-SHANE ADV. AGENCY		20,217
Soil-Off Mfg. Co.	20,217	
H. W. KASTOR & SONS ADV. Co.		287,793
Procter & Gamble Co.—Teel	287,793	
JOSEPH KATZ Co.		483,263
American Oil Co.	483,263	
KENYON & ECKHARDT		19,602
Knox Gelatine Co.	19,602	
H. M. KIESEWETTER ADV. AGENCY		$217,584
Bathasweet Corp.	20,176	
Mennen Co.	90,528	
Penn Tobacco Co.*	106,880	
ARTHUR KUDNER Inc.		718,804
Florida Citrus Commission	271,145	
General Motors Corp.	6,431	
United States Tobacco Co.	441,228	
LENNEN & MITCHELL, Inc.		44,144
P. Lorillard Co.—		
Old Gold Cigarettes	1,584	
Beechnut Cigarettes	13,299	
Sensation Cigarettes	29,261	
LEON LIVINGSTON AGENCY		5,597
Nestle's Milk Products	5,597	
LOCKWOOD-SHACKELFORD ADVERTISING AGENCY		16,690
Breakfast Club Coffee	16,690	
LOGAN & ARNOLD		521
Vultee Aircraft Corp.	521	
LONG ADV. SERVICE		4,413
Gallenkamp Stores Co.	4,413	
LORD & THOMAS		2,181,357
Albers Brothers Milling Co.	16,224	
American Tobacco Co.	974,333	
Armour & Co.	404,593	
California Fruit Growers Exchange	452,206	
Colgate-Palmolive-Peet Co.—Dental Cream*	14,120	

(*Continued on page 22*)

1941 MBS Billings By Agencies

Blackett-Sample-Hummert	$1,443,442.84
Ivey & Ellington	854,410.95
R. H. Alber Co.	656,223.70
Erwin, Wasey & Co.	497,088.24
J. Walter Thompson & Co.	484,150.02
Federal Advertising Agency	407,576.25
William Esty & Co.	353,568.62
D'Arcy Advertising Co.	301,857.28
Maxon Inc.	281,620.25
Hixson-O'Donnell	203,497.54
Knox, Reeves Advertising	158,671.92
Kelley, Zahrndt, Kelly	157,390.39
Young & Rubicam	127,808.32
Critchfield & Co.	127,138.90
Ruthrauff & Ryan	78,564.00
Sherman K. Ellis & Co.	73,998.44
Redfield-Johnstone	69,685.00
MacFarland, Aveyard & Co.	64,953.20
Weiss & Geller	56,095.16
McCann-Erickson	48,095.28
Bayless-Kerr Co.	35,513.00
Aircasters Inc.	33,184.18
Birmingham, Castleman & Pierce	32,795.00
Roche, Williams & Cunnyngham	32,795.00
Arthur Meyerhoff & Co.	31,900.00
Leo Burnett & Co.	29,550.00
N. W. Ayer & Son	29,109.23
Campbell-Mithun	28,739.72
Lee Anderson Adv. Co.	24,832.00
Commercial Radio Service Adv.	24,365.16
Platt-Forbes	22,375.00
Weston-Barnett	17,999.50
Batten, Barton, Durstine & Osborne	14,786.00
Kenyon & Eckhardt	11,939.57
Buchanan & Co.	7,069.50
Cesana & Associates	5,864.40
Lord & Thomas	4,842.29
Van Sant, Dugdale & Co.	4,716.40
Tom Westwood Adv. Agency	4,548.50
Shrine East-West Football Game Committee	3,592.00
H. W. Kastor & Sons	3,217.00
National Fellowship for Prayer & Evangelism	2,066.00
Donahue & Co.	1,557.88
Edward J. Long Adv. Agency	935.00
Mithoff & White Adv.	856.75
	$6,854,985.38
LOCALLY SPONSORED	445,970.64
GRAND TOTAL	$7,300,956.02

MBS Gross Billings

Bayuk Cigars, Inc.	$786,315.20
General Mills, Inc.	662,273.92
Gospel Broadcasting Association	653,025.50
General Cigar Company	455,406.77
Wander Company	415,252.84
*Pharmaco, Inc.	353,568.62
American Safety Razor Corp.	344,513.25
Coca-Cola Company	301,857.28
Gillette Safety Razor Co.	281,620.25
R. B. Semler, Inc.	274,791.24
Anacin Company	227,365.50
Whitehall Pharmacal Co.	227,165.50
**Richfield Oil Corp. of New York	224,033.44
Lutheran Laymen's League	157,390.39
Wheeling Steel Corporation	127,138.90
Axton-Fisher Tobacco Co.	104,190.44
P. Ballantine & Sons	91,806.25
Zonite Products, Inc.	90,046.00
American Can Company	87,591.00
Barbasol Company	87,327.00
Delaware, Lackawanna & Western Coal Co.	78,564.00
Young People's Church of the Air	71,203.96
Howard Clothes, Inc.	69,685.00
Marrow's, Inc.	64,953.20
Piel Brothers	58,178.94
Macfadden Publications	44,924.00
Parker Pen Company	40,447.00
Iglehart Brothers	40,217.32
American Economic Foundation	35,513.00
Detroit Bible Class	33,184.18
Griffin Manufacturing Company	32,795.00
Studebaker Corporation	32,795.00
Illinois Meat Company	31,900.00
Cudahy Packing Company	29,610.00
Hecker Products Corp.	29,550.00
Land O'Lakes Creameries, Inc.	28,739.72
Chrysler Sales Division	24,832.00
V. LaRosa & Sons, Inc.	24,365.16
Peter Paul, Inc.	22,375.00
American Bird Products, Inc.	17,999.50
Paul F. Beich Co.	16,464.50
Tayton Company	14,786.00
United Air Lines, Inc.	12,644.73
Charles B. Knox Gelatine Co.	11,939.57
Paramount Pictures Corp.	7,069.50
Roma Wine Company	5,864.40
Pabst Sales Company	4,842.29
Hebrew Evangelization Society	4,548.50
Shrine East-West Football Game	3,592.00
Cessna Aircraft, Inc.	3,217.00
National Fellowship for Prayer and Evangelism	2,066.00
Walter Wanger Productions	1,557.88
John B. Canepa Co.	935.00
El Paso Board of Development	856.75
	$6,854,985.38
Locally sponsored	445,970.64
GRAND TOTAL	$7,300,956.02

* Includes billing for White Laboratories.
** Includes billing for Sherwood Brothers.

176 PAIRS OF HANDS *Pull* THE BOW-STRING

Your advertising on Fort Industry stations hits the mark. The experienced hands of 176 radio people pull the bow-string that lets fly your message to its target. Of these staff members, all but ten have been with The Fort Industry Company two years or more; 22 have been with this firm ten years or longer; 44, five years or longer; 52 have been with Fort Industry at least three years. Long association together has sharpened their aim; they have pioneered, many of them, in broadcasting. Their combined experience doesn't show on the rate card, but it can be measured in vast, loyal audiences. If it's a Fort Industry station, your programming problem is safe in the hands of qualified broadcasters. Your message will find its mark!

THE FORT INDUSTRY STATIONS

WWVA WHEELING, W. VA. — **WSPD** TOLEDO, O. — **WMMN** FAIRMONT, W. VA.

WLOK LIMA, O. — **WHIZ** ZANESVILLE, O. — **WAGA** ATLANTA, GA.

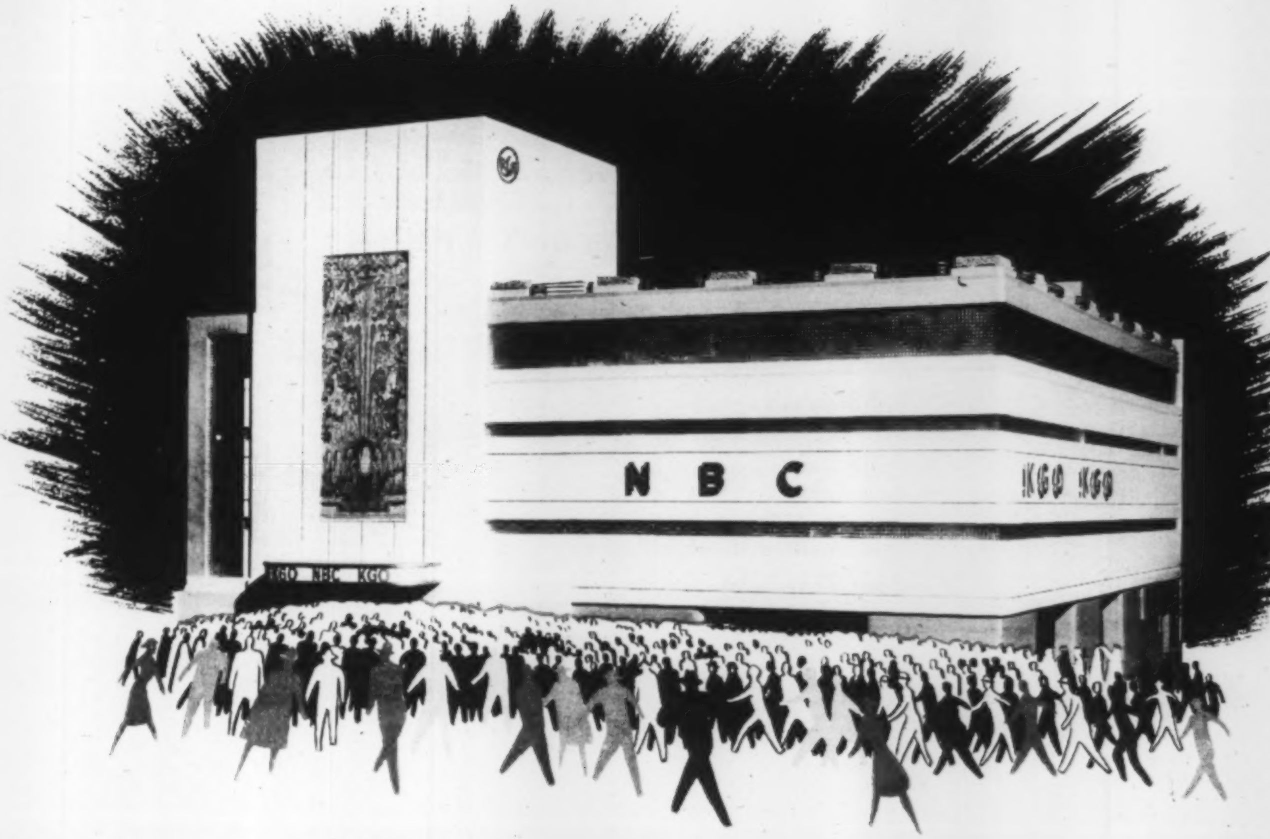
(*Continued From Page 20*)

International Cellucotton Products Co.	46,022	
Luxor, Ltd.	248,515	
Union Oil Co.	25,344	
J. M. MATHES Inc.		270,635
Magazine Repeater Razor Co.	264,498	
Luden's Inc.	6,137	
MAXON Inc.		172,804
Gillette Safety Razor Co.	152,105	
C. F. Mueller Co.	20,699	
McCANN-ERICKSON		1,633,821
Chesebrough Mfg. Co.	474,457	
Ford Motor Co.	900,518	
Pacific Coast Borax Co.	258,846	
McCARTY Co.		15,701
Seaside Oil Co.	15,701	
ARTHUR MEYERHOFF & Co.		1,110,684
Wilmington Transportation Co.	13,737	
William Wrigley Jr. Co.*	1,096,947	
C. L. MILLER Co.		136,872
Curtiss Candy Co.	136,872	
RAYMOND R. MORGAN Co.		194,161
Los Angeles Soap Co.	121,765	
Planters Nut & Chocolate Co.	72,396	
MORSE INTERNATIONAL		75,214
Vick Chemical Co.	75,214	
NEWELL-EMMETT Co.		1,657,108
Liggett & Myers Tobacco Co.—		
Chesterfield Cigarettes	1,373,042	
Velvet Tobacco	284,066	
O'DEA, SHELDON & CANADY		268,676
Commercial Credit Co.	268,676	
PEDLAR & RYAN		964,459
Lady Esther Co.	537,048	
Procter & Gamble Co.—		
Camay	126,235	
Chipso	301,176	
KNOX REEVES ADV.		500,306
General Mills—Wheaties	500,306	
RUTHRAUFF & RYAN		5,040,316
Campbell Soup Co.—		
Franco American Products	872,328	
Soups*	139,065	
Chrysler Corp.*	1,064,579	
Emerson Drug Co.	235,663	
Lever Bros. Co.—		
Rinso	1,431,507	
Spry	654,198	
Penn Tobacco Co.*	108,548	
Sterling Products—Ironized Yeast	534,428	
SHERMAN & MARQUETTE		1,491,056
Colgate-Palmolive-Peet Co.—		
Cashmere Bouquet, Halo	35,857	
Crystal White*	165,470	
Dental Powder	550,174	
Super Suds	739,555	
SMITH & DRUM		47,956
General Petroleum Corp. of Cal.	47,956	
SORENSEN & Co.		185,410
Bowey's Inc.	185,410	
J. D. TARCHER Co.		21,643
Smith Brothers	21,643	
J. WALTER THOMPSON Co.		1,325,700
Johns-Manville Corp.	73,945	
Lever Brothers Co.—Lux Toilet Soap	891,780	
Shell Oil Co.	3,556	
William Wrigley Jr. Co.*	356,419	
UNITED STATES ADV. Co.		40,610
Libbey-Owens-Ford Glass Co.*	40,610	
VICKERS & BENSON		2,070
Thomas J. Lipton Inc.*	2,070	
WALSH ADV. Co.		88,285
Travel & Publicity Bureau of Ont. Govt.	88,285	
WARD WHEELOCK Co.		4,303,400
Campbell Soup Co.—		
All Products	2,737,002	
Soups*	243,335	
Tomato Juice	324,720	
Colgate-Palmolive-Peet Co.—Palmolive Soap	998,343	
YOUNG & RUBICAM		4,534,054
General Foods Corp.—		
Minute Tapioca	152,462	
LaFrance, Satina	362,017	
Postum	106,662	
Calumet, Swansdown	772,892	
Grapenuts	929,378	
Sanka	677,373	
Jello	547	
Gulf Oil Corp.	505,070	
International Silver Co.	315,817	
Johnson & Johnson	215,441	
Thomas J. Lipton Co.—		
Lipton's Tea*	474,269	
Continental Soup	22,126	
GRAND TOTAL		$44,584,378

CBS Gross Billings 1941 BY INDUSTRIES

Listed by Client Time Expenditures

AUTOMOTIVE			
Chrysler Corp.	Plymouth, Dodge, DeSoto, Chrysler	$1,064,579	
	Chrysler Fluid Drive	83,131	
Ford Motor Co.	Ford, Lincoln, Lincoln-Zephyr	900,518	
General Motors Corp.	Institutional	6,431	$ 2,054,659
BUILDING MATERIALS			
Johns-Manville Corp.	Insulation	73,945	
Libbey-Owens-Ford Glass Co.	Building Glass	96,580	170,525
CIGARS, CIGARETTES, TOBACCO			
American Tobacco Co.	Lucky Strike Cigarettes	974,333	
Art Metal Works	Ronson Lighter	25,974	
Brown & Williamson Tobacco Co.	Raleigh Cigarettes	545,260	
Liggett & Myers Tobacco Co.	Chesterfield Cigarettes	1,373,042	
Liggett & Myers Tobacco Co.	Velvet Tobacco	284,066	
P. Lorillard Co.	Beechnut Cigarettes	13,299	
P. Lorillard Co.	Old Gold Cigarettes	1,584	
P. Lorillard Co.	Sensation Cigarettes	29,261	
Philip Morris & Co.	Philip Morris Cigarettes	1,114,125	
Penn Tobacco Co.	Kentucky Club Tobacco	215,428	
R. J. Reynolds Tobacco Co.	Camels, Prince Albert	1,176,236	
U. S. Tobacco Co.	Model Tobacco	441,228	6,193,836
CONFECTIONERY, SOFT DRINKS			
American Chicle Co.	Chewing Gum	56,056	
Coca-Cola Co.	Coca-Cola	587,056	
Curtiss Candy Co.	Candy	136,872	
Peter Paul, Inc.	Mounds	31,659	
William Wrigley Jr. Co.	Chewing Gum	1,453,366	2,265,009
DRUGS, TOILET GOODS			
American Home Products Corp.	Anacin	594,364	
American Home Products Corp.	Bisodol	164,817	
American Home Products Corp.	Edna Wallace Hopper	78,299	
American Home Products Corp.	Kolynos	238,021	
Bathasweet Corp.	Bathasweet Products	20,176	
Campana Sales Co.	Campana Balm, Dreskin DDD, Coolies, Old South	377,288	
Chesebrough Mfg. Co.	Vaseline Preparations	474,457	
Colgate-Palmolive-Peet Co.	Cashmere Bouquet, Halo	35,857	
Colgate-Palmolive-Peet Co.	Dental Cream	504,743	
Colgate-Palmolive-Peet Co.	Dental Powder	550,174	
Colgate-Palmolive-Peet Co.	Palmolive Soap	998,343	
Colgate-Palmolive-Peet Co.	Shaving Cream	411,592	
Colonial Dames, Inc.	Cosmetics	16,054	
Emerson Drug Co.	Bromo-Seltzer	235,663	
Gillette Safety Razor Co.	Razors, Blades	152,105	
Richard Hudnut	Cosmetics	40,920	
International Cellucotton Products	Kleenex	46,022	
Johnson & Johnson	Band-Aid	215,441	
Lady Esther Co.	Cosmetics	537,048	
Lever Brothers Co.	Lifebuoy Soap	726,700	
Lever Brothers Co.	Lux Toilet Soap	891,780	
Luden's Inc.	Cough Remedy	6,137	
Luxor Ltd.	Luxor Cosmetics	248,515	
Magazine Repeating Razor Co.	Schick Razor, Blades	264,498	
Mennen Co.	Toilet Articles	90,528	
Procter & Gamble Co.	Camay	126,235	
Procter & Gamble Co.	Ivory Soap	648,626	
Procter & Gamble Co.	Teel	287,793	
Smith Brothers	Cough Remedy	21,643	
E. R. Squibb & Sons	All Products	658,362	
Sterling Products	Bayer Aspirin	437,113	
Sterling Products	Ironized Yeast	534,428	
Tayton Co.	Cosmetics	4,152	
Vick Chemical Co.	Vaporub, Vatronol	75,214	$10,713,107
FINANCIAL, INSURANCE			
Commercial Credit Co.	Auto Finance	268,676	
Prudential Insurance Co. of A.	Services	647,945	916,621
FOODS, FOOD BEVERAGES			
Albers Brothers Milling Co.	Flapjack Flour	16,224	
Armour & Co.	Treet	404,593	
Best Foods Inc.	Mayonnaise	204,415	
Bowey's Inc.	Dari-Rich Products	185,410	
Breakfast Club Coffee	Coffee	16,690	
California Fruit Growers Exchange	Sunkist Fruits	452,206	
Campbell Soup Co.	Franco-American Spaghetti & Macaroni	873,328	
Campbell Soup Co.	Soups	382,400	
Campbell Soup Co.	Soups, Tomato Juice, Baked Beans	2,737,002	
Campbell Soup Co.	Tomato Juice	324,720	
Continental Baking Co.	Wonder Bread, Hostess Cake	430,364	
Florida Citrus Commission	Citrus Fruits	271,145	
General Foods Corp.	Baker's Chocolate	25,445	
General Foods Corp.	Calumet, Swansdown	772,892	
General Foods Corp.	Diamond Salt	98,228	
General Foods Corp.	Grapenuts	929,378	
General Foods Corp.	Jello	547	
General Foods Corp.	Maxwell House Coffee	487,550	
General Foods Corp.	Minute Tapioca	152,462	
General Foods Corp.	Post Toasties	698,571	
General Foods Corp.	Post 40% Bran Flakes	219,296	
General Foods Corp.	Postum	106,662	
General Foods Corp.	Sanka	677,373	
General Mills, Inc.	Bisquick	149,908	
General Mills, Inc.	Gold Medal Flour	226,252	
General Mills, Inc.	Wheaties	500,306	
Knox Gelatine Co.	Gelatine	19,602	
Lever Brothers Co.	Spry	654,198	
Thomas J. Lipton Inc.	Lipton's Tea	476,339	
Thomas J. Lipton Inc.	Continental Soup	22,126	
C. F. Mueller Co.	Macaroni Products	20,699	
Nestle's Milk Products	Alpine Coffee	5,597	
Pet Milk Sales Corp.	Pet Evaporated Milk	768,736	
Planters Nut & Chocolate Co.	Peanuts, Peanut Oil	72,396	
Procter & Gamble Co.	Crisco	480,931	13,862,991
HOUSE FURNISHINGS			
Armstrong Cork Co.	Quaker Rugs	91,801	
Alexander Smith & Sons Carpet Co.	Rugs & Carpets	10,569	102,370
JEWELRY, SILVERWARE			
Elgin National Watch Co.	Clocks, Watches	44,468	
International Silver Co.	1847 and Rogers Bros. Sterling Silver	315,817	360,285
LUBRICANTS, FUEL			
American Oil Co.	Gas and Oil	483,263	
Atlantic Refining Co.	Gas and Oil	11,265	
Eagle Oil & Refining Co.	Gas and Oil	2,384	
General Petroleum Corp. of Cal.	Gas and Oil	47,956	
Gulf Oil Corp.	Gas and Oil	505,070	
Seaside Oil Co.	Gas and Oil	15,701	
Shell Oil Co.	Gas and Oil	3,556	
Texas Co.	Gas and Oil	1,120,705	
Union Oil Co.	Gas and Oil	25,344	2,215,244
PAINTS			
National Lead Co.	Paints	35,757	35,757
SHOES, LEATHER GOODS			
Gallenkamp Stores Co.	Shoes	4,413	4,413
LAUNDRY SOAPS, HOUSEKEEPERS SUPPLIES			
Colgate-Palmolive-Peet Co.	Crystal White Soap	203,530	
Colgate-Palmolive-Peet Co.	Octagon Products	330,730	
Colgate-Palmolive-Peet Co.	Super Suds	739,555	
Cudahy Packing Co.	Old Dutch Cleanser	91,872	
General Foods Corp.	La France, Satina	362,017	
Lever Brothers Co.	Rinso	1,431,507	
Lever Brothers Co.	Silver Dust	88,627	
Los Angeles Soap Co.	White King Soap	121,765	
Pacific Coast Borax Co.	Boràx, Boraxo, Flakes	258,846	
Procter & Gamble Co.	Chipso	301,176	
Procter & Gamble Co.	Dreft	35,468	
Procter & Gamble Co.	Duz	151,177	
Procter & Gamble Co.	Ivory Flakes	211,629	
Procter & Gamble Co.	Ivory Snow	132,286	
Procter & Gamble Co.	Oxydol	491,212	
Soil-Off Mfg. Co.	Cleaning Fluid for Walls & Woodwork	20,217	4,971,604
STATIONERY, PUBLISHERS			
Eversharp Inc.	Pens, Pencils	574,660	
Macfadden Publications	Liberty Magazine	32,873	607,533
TRAVEL HOTELS			
Bekins Van & Storage Co.	Services	7,881	
Travel & Publ. Bureau of Ont. Govt.	Travel Services	88,285	
Wilmington Transportation Co.	Resort	13,737	109,903
SPORTING, AIRCRAFT			
Vultee Aircraft Corp.	Aircraft	521	521
GRAND TOTAL			$44,584,378



Here's a "million dollar" reason for using KGO throughout 1942

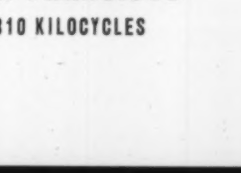
VARIETY, in citing KGO and its sister station KPO for this year's ANNUAL AWARD, said, "It is practically impossible for any San Franciscans possessing hearing and sight to remain unenlightened about KGO . . ." Mr. Advertiser, this is your cue to the *greatest radio buy in San Francisco for 1942!* The people who buy your product are the people who are vitally aware of KGO, listen to it regularly.

"BIG TIME" RADIO

Our new building symbolizes the quality of "big-time" radio KGO has been bringing and will continue to bring the people throughout its great listening area.

A BARRAGE OF PUBLICITY

Our new building is *your opportunity* to get your shows on KGO *now* . . . to have them "ride in" on the great barrage of publicity which will open the new building in March.



TOP-RANKING TALENT

Our new building symbolizes the exploitation of heretofore undeveloped local talent . . . talent which is *abundant*, and of *top-ranking quality*.

KGO

7,500 WATTS
SAN FRANCISCO
810 KILOCYCLES

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DENVER
WASHINGTON
HOLLYWOOD

Program Popularity in 1941

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

I—Monthly Ranking of the Ten Leaders For Standard Time Months, 1941

	For the Period	*Jan.*	*Feb.*	*Mar.*	*April*	*Oct.*	*Nov.*	*Dec.*
Jack Benny	1	1	1	1	1	4	2	2
Chase & Sanborn	2	2	2	2	3	2	1	1
Fibber McGee & Molly	3	3	5	5	2	1	3	3
Lux Radio Theatre	4	4	3	4	4	3	5	4
Aldrich Family	5	6	4	3	5	5	4	5
Bob Hope	6	5	6	6	6	6	6	6
Maxwell House	7	9	8	9	7	7	7	7
Major Bowes	8	7	7	7	11	8	9	13
Kate Smith Hour	9	8	9	8	8	9	13	9
One Man's Family	10	13	11	12	10	11	8	12

II–Monthly Ranking of the Ten Leaders For Daylight Saving Months, 1941

	For the Period	*May*	*June*	*July*	*Aug.*	*Sept.*
Chase & Sanborn	1	4	3	N.B.	N.B.	3
Lux Radio Theatre	2	6	2	N.B.	N.B.	1
Aldrich Family	3	5	4	N.B.	N.B.	2
Maxwell House	4	9	5	N.B.	N.B.	10
Walter Winchell	5	10	6	3	N.B.	8
Kraft Music Hall	6	13	7	1	1	9
Kay Kyser	7	7	17	2	2	4
One Man's Family	8	11	8	4	3	5
Eddie Cantor	9	14	9	N.B.	N.B.	11
Mr. District Attorney	10	15	12	10	9	7

N.B.—Off the air. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.

NEVER in radio's history has there been a development of such significance as in the latter part of 1941.

In that sombre period it was demonstrated that the potentials of the medium had not been approached even remotely in the 12 years of CAB existence, that the leading commercial programs—at least on the basis of past ratings—were no longer the yardstick of maximum audience size.

Specifically, the addresses of President Roosevelt and Prime Minister Winston Churchill created audiences of such vast dimensions that the most brilliant ratings of years gone by were not only outstripped, but indeed doubled or more.

Twice in Two Days

This elasticity of the audience-potential was even more remarkably demonstrated when the President broke all audience records two days hand running. On Monday noon, Dec. 8, the President's appeal for declaration of war against Japan attained a rating of 65.7%. The next evening, his speech at 10 p. m. similarly shattered all night-time listening levels with a rating of 83%.

For the sake of comparison, these superlative figures may be gauged against the President's Charlottesville speech of June 10, 1940 (7:15 p. m.—all four networks), in which he denounced Italy's entrance into the war. That memorable address rated 45.5%—the highest mark, up to that time, recorded by the CAB for a speech of any kind.

Other Records

Other Presidential addresses broadcast over all the major networks, throughout 1941 likewise brought inordinately high audiences:

March 15 (Press Correspondent's Dinner), 9:30 p.m., 47.0%
April 30, 10:30 p.m., 26.7%.
Sept. 11 (Greer Incident), 10:00 p.m., 72.5%.
Nov. 6 (Navy Day Address), 3:00 p.m., 20.0%.
Nov. 11 (Armistice Day Ceremonies), 11:30 a.m., 28.4%.
Dec. 15 (Bill of Rights Program), 10 to 11 p.m., 63.3%.

A relative newcomer to the ranks of radio during 1941 was Prime Minister Winston Churchill. On four separate occasions his speeches were rated by the CAB. The first one occurred at 3 p.m. on Sunday, Feb. 9, and bore a rating of 23.7%. At the same time of day, and the same day of the week, on June 22, he attained a rating of 16.5%. On Sunday, Aug. 24, at 4 p.m., he registered 26.1%. With his visit to the U. S., his audience jumped immensely. His most recently rated address—at noon on Friday, Dec. 26—showed a mark of 44.7%.

As of December, 1941, the 20 leading evening programs, listed in order of their ratings, were:

Chase & Sanborn Program
Jack Benny
Fibber McGee & Molly
Lux Radio Theatre
The Aldrich Family
Pepsodent Program—Bob Hope
Maxwell House Coffee Time
Walter Winchell
Kate Smith Hour
Kraft Music Hall
Fitch Bandwagon
One Man's Family
Major Bowes Amateur Hour
Time to Smile—Eddie Cantor
Kay Kyser
Lowell Thomas
Texaco Star Theatre—Fred Allen
Mr. District Attorney
Burns & Allen
Red Skelton

As against the year before, there was very little fluctuation in this list. Only four newcomers appeared: Lowell Thomas, Mr. District Attorney, Burns & Allen, and Red Skelton. The 1940 quartet thus displaced included Dr. Christian, Rudy Vallee, Hit Parade, and Big Town.

In Table I the 10 evening leaders for the standard time months of '41 are noted by rank. Changes in position are confined to very limited movements.

Leading Daytime Programs

On the other hand, during the daylight saving time period (Table II) fluctuations of a fairly high order appeared. In consideration of the fact that summer schedules undergo many changes, and leading winter programs are at times absent, such ups-and-downs are not unexpected.

During the daytime, the network leaders as of December, 1941, in order of their ratings, were:

Life Can Be Beautiful
Kate Smith Speaks
The Woman in White
Right to Happiness
Romance of Helen Trent
Our Gal Sunday
The Guiding Light
Ma Perkins
Road of Life
Mary Marlin
Vic & Sade

It will be seen that it takes 11 programs to make a list of 10 leaders this year due to a tie for tenth position. Eight of these 10 programs were also in the list of last year's leaders. The three newcomers are *Kate Smith Speaks, Romance of Helen Trent*, and *Guiding Light*. Since the list last year required only 10 programs to fill 10 positions, there are now only two displacements. *Pepper Young's Family* (currently in 16th position) and *Stella Dallas* (in 18th place) are the two dropped in favor of newcomers.

While the daytime schedule — like the evening list—seems to suggest a lack of change, the stability is not so great. The foregoing list really includes only the Monday-through-Friday broadcasts. If Sunday programs are included, three changes occur — *Pause That Refreshes on the Air*, and *William L. Shirer* (both of which out-rank any of the weekday shows), and *Prudential Family Hour* (which out-ranks eight of the weekday series).

By way of contrast, the 1940 weekday programs—in every instance—were able to out-rate the weekend broadcasts.

Although winter and summer network evening schedules exhibit many changes and substitutions in individual programs, the proportion of time devoted to the various program types (Charts III & IV) nonetheless about the same.

When the winter-season evening program types for 1940-1941 are compared with the types prevalent in 1939-1940, a marked swing away from the expensive variety shows to drama and audience-participation is found.

During 1940, the level of the network audience reached a new zenith. As previously mentioned, during several special periods in 1941 these 1940 high marks were virtually doubled.

On the other hand, from the standpoint of seasonal averages, night time sets-in-use on the basis of three months ending Dec. 31, 1941 was about 8% less than for the comparable 1940 period while daytime listening dropped 11% during the same interval.

Naturally, this tilt in the listening plane was reflected in the distribution of programs ratings (Table V). Which means that there was a drop-off in the upper strata and a concommittant increase in the number of programs at the lower end of the scale.

Keeping in mind the fact that normal network program ratings cover only metropolitan set-owners, although 43% of the U. S. population is still rural, the CAB, in the spring of 1941, made its fourth study in rural sections and small towns of the basic area. About 75,000 interviews were made and the results show:

Greater daytime set-use in rural areas than in metropolitan areas. After 8 p.m. on weekdays, however, city dwellers use their sets more than small town and rural people. Similarly, daytime commercial programs, as a whole, enjoy higher

V–Distribution of Sponsored Network Evening Programs According to Ratings—December

Rating (% of Set Owners)	*1941* *No. of Programs*	*% of Total*	*1940* *No. of Programs*	*% of Total*
40% and over	0	0	1	0.9
35.0—39.9	2	1.8	1	0.9
30.0—34.9	3	2.6	3	2.7
25.0—29.9	2	1.8	4	3.6
20.0—24.9	6	5.3	7	6.3
15.0—19.9	14	12.4	14	13.1
10.0—14.9	32	28.3	41	38.2
5.0— 9.9	34	30.1	30	28.0
0.0— 4.9	20	17.7	7	6.3
TOTAL	113	100.0	108	100.0

FIRST station in Indiana in 1924...

and still the

FIRST STATION in Indiana in 1942...

WFBM's triple-strength sales appeal makes "The Hoosier Station" the dominating factor in building your sales in Central Indiana.

1 **WFBM's** local programs have a percentage of listeners equal to leading network shows;

2 **WFBM** has all the listeners in Central Indiana who want to enjoy CBS features because no other station in the area offers a basic schedule of the Columbia Broadcasting System;

3 **WFBM's** exclusive merchandising and promotion service cannot be duplicated anywhere in Indiana.

FOLLOW THE LEADER... *WFBM* ...TO GREATER SALES

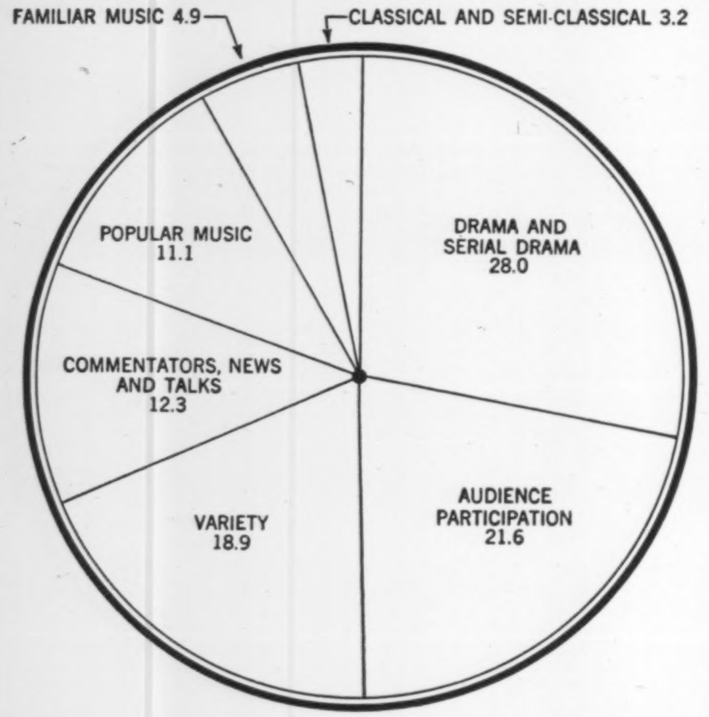
National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE

WFBM

THE HOOSIER STATION

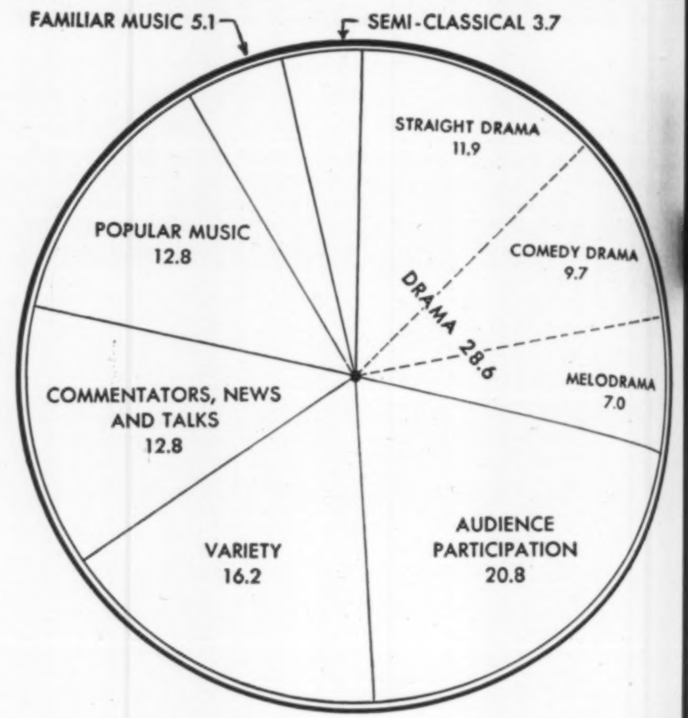
III—Comparison by Program Types of Ratings And Amount of Time: Evening Programs (October 1940—April 1941)



Type	Ratings Average	Ratings Rank	Range Low	Range High	No. of Programs	Amount of Time On the Air % of Time	Amount of Time On the Air Rank in % of Time
Variety	17.1	1	2.2	39.9	24	18.9	3
Drama & Serial Drama	11.7	2	2.3	32.3	40	28.0	1
Audience Participation	11.4	3	3.8	25.5	28	21.6	2
Class. & Semi-Class	10.5	4	6.5	13.8	3	3.2	7
Popular Music	10.0	5	4.1	22.3	13	11.1	5
Familiar Music	9.8	6	7.0	12.6	7	4.9	6
Commentators, News and Talks	6.5	7	2.1	20.5	14	12.3	4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute programs broadcast five times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15-minute programs three times a week ¾ hour, etc.

IV—Comparison by Program Types of Ratings And Amount of Time: Evening Programs (May—September, 1941)



Type	Ratings Average	Ratings Rank	Range Low	Range High	No. of Programs	Amount of Time On the Air % of Time	Amount of Time On the Air Rank in % of Time
Variety	13.9	1	4.2	30.0	24	16.1	3
Drama							
Straight Drama	9.4		4.8	26.2	20	11.9	
Melodrama	7.0		3.6	14.2	9	7.0	
Comedy Drama	6.9		2.5	23.9	16	9.7	
All Drama	8.0	2	2.5	26.2	45	28.6	1
Audience Participation	7.6	3	1.9	19.7	33	20.8	2
Popular Music	7.5	4	3.9	13.6	4	12.8	4
Familiar Music	7.3	5	5.7	9.0	6	5.1	6
Semi-Classical	6.8	6	4.8	8.7	4	3.7	7
Commentators, News. Talks	5.3	7	1.5	17.8	13	12.8	4

ratings in rural communities than in big cities, but nighttime programs exhibit the contrary tendency. The average daytime rating is 6.2 in rural areas as against 5.5 in big cities. At night, the average program rating in rural areas is 10.6, whereas in cities the average program is rated at 12.8.

A tabulation of rural and city ratings, which arranges evening programs in five groups according to size of rating, shows:

Number and percentage of programs falling into each group by:

RATING	RURAL AREAS No. of Programs	RURAL AREAS % of Programs	CITIES No. of Programs	CITIES % of Programs
30.0 and over	3	3	5	5
20.0 to 29.9	5	5	9	8
10.0 to 19.9	39	36	54	49
5.0 to 9.9	47	43	28	26
0 to 4.9	15	14	13	12
	109	100%	109	100%

Note that 68 (or 62%) of evening programs rate 10 or over in the cities, while in rural areas 62 (or 57%) have a rating less than 10.

Repeating the same type of frequency distribution analysis for daytime commercial programs, we get the following results:

Number and percentage of programs falling into each group by:

RATING	RURAL AREAS No. of Programs	RURAL AREAS % of Programs	CITIES No. of Programs	CITIES % of Programs
10.0 and over	7	9	1	1
7.5 to 9.9	23	30	19	25
5.0 to 7.4	14	18	23	30
2.5 to 4.9	22	29	22	29
Less than 2.5	10	13	11	14
	76	100%	76	100%

This time the rural areas take precedence in the high-rating categories, for during the daytime 30 (or 39%) of programs rate 7.5 or over in agricultural communities, while only 20 (or 26%) attain similar ratings in the cities.

An examination of the 10 highest-rating evening programs in rural areas and cities, respectively, shows that 8 programs are common to both lists. The two programs preferred by the rural audience, but not by its big-city counterpart, are:

Lowell Thomas
National Barn Dance

Conversely, the city audience prefers two programs which do not appear on the rural "first 10" list. They are:

Bob Hope Program
Kate Smith Hour

Some network evening programs show an especially strong preference among rural-set-owners as compared with metropolitan radio homes. This group includes, in part:

Plantation Party
Lowell Thomas
Uncle Jim's Question Bee
National Barn Dance
Easy Aces
Death Valley Days
Mr. Keen, Tracer of Lost Persons
Battle of the Sexes

Likewise, city set-owners have certain favorites which do not evoke nearly so high a response among the rural listeners. On this list would be, among others:

Goodwill Hour
Guy Lombardo
Helen Hayes
Screen Guild Theatre
Take It or Leave It
Wayne King
Uncle Walter's Doghouse
Campbell Playhouse
Lux Radio Theatre

Because of rural living habits, either one or both of these two groups of programs may possibly be influenced by time of broadcast.

Ratings of the 10 Leading Evening Programs in Rural Areas Compared With Their City Ratings:

	BASIC AREA Rural Rank	BASIC AREA Citie Rank
Aldrich Family	1	3
Lowell Thomas	2	15
Jell-O Program—Jack Benny	3	1
Chase & Sanborn Program	4	2
Fibber McGee & Molly	5	5
Truth or Consequences	6	10
Major Bowes Amateur Hour	7	7
National Barn Dance	8	35
Maxwell House Coffee Time	9	8
Lux Radio Theatre	10	4

(Continued on Page 28)

A HURRICANE OF POWER
ALONG THE GULF COAST!
NEW ORLEANS

WWL New Orleans Gives Solid Coverage from Pensacola to Port Arthur

There are no "light spots" in WWL's dominance of the rich, thriving mid-Gulf region. For over 150 miles east, west, north of New Orleans its clear-channel 50,000-watt signal commands unquestioned leadership. For Deep South results, you need the powerful consumer and dealer influence of WWL, New Orleans.

LATEST CBS LISTENING AREA STUDY SHOWS WWL REACHES:

DAYTIME — 608,090 Radio Homes — $853,779,000 Retail Sales*

(*182 counties in which 33% or more of the radio homes regularly listen to WWL. *Plus* coverage in 510 counties in which 10% to 33% of the 1,513,600 radio homes are regular WWL listeners)

NIGHT TIME — 1,027,610 Radio Homes — $1,354,406,000 Retail Sales*

(*340 counties with 33% or more regular WWL listening homes. *Plus* coverage in 901 counties where 10% to 33% of the 3,209,090 radio homes regularly listen to WWL)

WWL

NEW ORLEANS

870 KC • CBS • 50,000 Watts • Clear Channel

Represented Nationally by the Katz Agency, Inc.

The greatest selling power
in the South's greatest city

(*Continued From Page 26*)

Ratings of the 10 Leading Evening Programs in Cities Compared With Their Rural Ratings:

	BASIC	*AREA*
	Cities Rank	*Rural Rank*
Jell-O Program—Jack Benny	1	3
Chase & Sanborn Program	2	4
Aldrich Family	3	1
Lux Radio Theatre	4	10
Fibber McGee & Molly	5	5
Bob Hope Program	6	12
Major Bowes Amateur Hour	7	7
Maxwell House Coffee Time	8	9
Kate Smith Hour	9	14
Truth or Consequences	10	6

Among the daytime leaders, there are only three which ore common to both the rural and big-city lists:

Ratings of the 10 Leading Daytime Programs in Rural Areas Compared With Their City Ratings:

	BASIC	*AREA*
	Rural Rank	*Cities Rank*
Ma Perkins	1	1
Pepper Young's Family	2	9
Tom Mix—Ralston Straight Shooters	2	50
Jack Armstrong	4	18
Stella Dallas	5	11
Guiding Light	6	14
Young Widder Brown	7	15
Vic and Sade	8	11
Light of the World	8	13
Mary Marlin	10	7

Ratings of the 10 Leading Daytime Programs in Cities Compared With Their Rural Ratings:

	BASIC	*AREA*
	Cities Rank	*Rural Rank*
Ma Perkins	1	1
Life Can Be Beautiful (C)	2	17
Our Gal, Sunday	3	33
The Woman in White	4	13
Right to Happiness	5	14
Kate Smith Speaks	6	30
Romance of Helen Trent	7	37
Mary Marlin	7	10
Pepper Young's Family	9	2
Road of Life (R)	10	12

Special Events

Aside from measuring the audiences of President Roosevelt and Prime Minister Winston Churchill (noted in the opening paragraphs of this article), the CAB also evaluated a representative number of other special and newsworthy events. Among them were:

The Human Needs Mobilization program staged Oct. 3. With President Roosevelt, Wendell Willkie, and the Aldrich Family as features, the broadcast rated 19.2%.

Wendell Willkie's address at 11 p. m. on Friday. June 6, was tabulated at 14.4%.

Queen Elizabeth, on Sunday, Aug. 10 (4 p. m.). was tuned in by 10.5% of set owners.

One rating was also made on Charles Lindbergh. His address of Friday, Oct. 3, rated 6.5%.

Sports

As is customary, the CAB in 1941 reported on all the regular sports, plus numerous athletic events of a special nature.

KENTUCKY DERBY — The year's annual classic at Churchill Downs occurred on Saturday, May 3. It was reported as having been heard by 16.7% of set-owners. In 1940 the rating was 15.2%.

Baseball and Football

BASEBALL — During the baseball season, the CAB again reported on listening to play-by-play broadcasts, both major and minor leagues, heard in the 33 CAB cities.

Averaged out from May through September, daytime baseball (7 days) listening stood at a level of 15.0%. The monthly figures are:

May	15.6
June	14.6
July	15.1
August	13.6
September	15.7
Average	15.0

The season average for baseball listening, for the average weekday Monday through Friday inclusive, was 13.8.

Meantime, a notable increase in listening to the World's Series was recorded. The games this time were played between Brooklyn and the New York Yankees on October 1, 2, 3, 4, 5, and 6. The average rating was 32.8% as against 25.2% the year before when Detroit and Cincinnati were the contenders. In both years the Mutual network carried the play-by-play description.

FOOTBALL—the ratings for college football broadcasts were as follows:

Oct. 18	28.2
Nov. 1	32.4
Nov. 15	34.9
Nov. 29	27.2

CAB Organization

The foundation for the CAB was laid by the radio committee of the Ass'n of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley, Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity." The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc., on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 12 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification".

Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made a conscious impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at eight stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast, complete 690,000 interviews based on more than 1,100,000 telephone calls. The geographical distribution of calls coincides with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Programs Compared

The twice-a-month program reports—long a mainstay of CAB information — were, during 1940, amplified by the monthly "CAB Set-User Program Report". This report compares chronologically all commercial network programs. It places the program rating in its proper perspective. In addition to the regular monthly CAB rating, the report gives the percentage of set-users who were listening to the radio at any given time and the percentage of set-users who were listening to each individual program, thereby showing not only the program rating but the share of the audience which the program is getting at the time of the broadcast.

It presents a well-rounded view of whether each program is gaining or losing in public favor. The report also shows what competing programs are doing because its chronological set-up compares all the commercial programs broadcast over the four national networks hour by hour, night by night, and day by day.

The semi-monthly and monthly reports are rounded out by two semi-annual publications—one analyzing the trend and makeup of program audiences, the other analyzing the use of radio sets and trends in listening habits. Both are accumulations of the previous months of summer or winter investigation. The summer reports — covering the five months of daylight saving time—are based on approximately 285,000 completed interviews with radio set-owners; the seven-month winter reports on 405,000.

The report "Radio Program Audiences" analyzes programs by type, compares programs by length of broadcast, gives variations in popularity preferences—both geographically and by income levels, gives the relationship between the amount of time devoted to types of programs and the average popularity of those types.

The "CAB Analysis of the Use of Radio Sets" issues information on the ebb and flow of the radio audience—comparing the number of sets in operation by years, by seasons of the year, by parts of the day, by half-hours of the day, by income levels, and by geographical sections.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc., have been issued.

Further the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past ten and one-half years.

How Service Is Used

Subscribers use the CAB reports to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various programs and types of programs and discover when a given program or type of program is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparisons between daytime and evening programs.
6. Compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. Discern by study of the leaders and laggards what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities—Boston, New York, Philadelphia, Pittsburgh. Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities—Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City. St. Paul, Minneapolis. Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

Let us doctor your sales. We are recognized specialists in our field. Practicing in Philadelphia, the country's third largest market, our treatments will make your sales healthy and strong for we are known as "the station that sells." Won't you consult us and let us diagnose your case?

WPEN

5000 WATTS—950 ON THE DIAL

Audience Size Trends

By MATTHEW N. CHAPPELL, Ph.D.

Consultant to C. E. Hooper, Inc.

IDEAS are much like trees. They spring from minute beginnings, and grow, day by day, year by year, until they reach their full stature. Last year, in this space, two concepts were presented which immediately became more important to radio time buyers. One was the "available audience" which was defined as that part of the total population which is at home and awake during any given broadcast period.

It is from the "available audience" that each program draws its listeners. The second concept presented was that of "recruiting efficiency." This figure was applied to broadcast periods and was defined as the percent of the "available audience" which is recruited for listening during any given time period.

Subsequent to the appearance of the 1941 BROADCASTING *Yearbook*, C. E. Hooper was requested to include "available audience" and "recruiting efficiency" in the Sectional and new Individual City Reports. This was done.

The object of the present article is to bring up to date the trend lines started last year and to present a new type of program rating which has grown out of the concept of "recruiting efficiency."

Method

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone "coincidental" method. Hooper interviewers in 32 large cities geographically well distributed throughout the country, call homes continuously during one week out of each month and ask the following questions:

1. Were you listening to your radio just now?
2. To what program were you listening?
3. Over what station is that program coming?
4. What advertiser puts on that program?

Only data collected during the time each program is being broadcast are used in calculating the given program's rating. Because the calls are made while the program is being broadcast, the coincidental method yields directly the following data:

a. Size of the group listening to each radio program (program rating).

b. Size of the group listening to all radio programs (sets-in-use).

c. Size of the group at home and awake (available audience).

d. Size of the group not at home and awake (not at home).

It is apparent that the "not at home" segment of the population is a most important one for it determines the size of the "available audience" from which the listening audience may be drawn. For the sake of convenience, only two quantities — "sets-in-use" and "available audience" — are shown in the trend chart presented below. The size of the "not at home" group for any period may be found by subtracting the "available audience" figure from 100%.

The full lines in Chart I show how evening "sets-in-use" and "available audience" have changed between July, 1939, and December, 1941, inclusive. The outstanding characteristic of these two trend lines is their seasonal variation. Both reach maximas between December and February and minimas during July and August. It is to be noted, however, that the seasonal variation is much greater for "sets-in-use" than it is for "available audience." This means that important factors other than "not at home" operate to cause variation in sets-in-use (see article in this space in 1941 Yearbook for discussion of causes).

More careful examination of the curves reveals several significant factors. First, it is to be noted that both "available audience" and "sets-in-use" are lower from month to month in 1941 than was the case in 1940. The "available audience" has diminished from 77.6% of the total sample in 1940 to 76.6% in 1941.

Seasonal Factors

It seems probable that the decrease in "available audience" in 1941 is related to economic conditions. Both increase in employment and the resulting greater purchasing power might be expected to lead to more activity away from home. Weather also has a profound influence on "available audience". In the East, where population is most concentrated, warm spring weather came very early in 1941 and cold winter weather came very late.

Examination of the trend line for sets-in-use shows startling and at first blush, alarming changes. On the average, "sets-in-use" were 1.8 percentage points lower in 1941 than in 1940. This represents drop of about 6%. Such a condition suggests that radio may be losing its power but closer consideration of the trend line reveals that such is not the proper explanation.

Seasonally, sets-in-use are maximum in January and February, begin the spring decline in March and hit the yearly low in July and August. Note that in 1940 the decline started in March but that it did not continue through April. Rather, a rise in "sets-in-use" occurred then. This was the time of the invasion of the Low Countries.

The European War continued to influence listening throughout the remainder of 1940. But its stimulating effect on listening had largely disappeared by 1941. It will be noted that "sets-in-use" for July through December in 1939 were very similar to those for the same period of months in 1941. That is to say, in 1941, radio listening went back about to normal.

On the basis of these data it is possible to predict without much fear of error that radio listening in the United States will consistently hit new highs throughout the coming year.

Daytime Listening

The broken lines in Chart I show the trends of daytime "sets-in-use" and "available audience". Seasonal variation is seen in both these curves but to a much less pronounced degree than in the case of the evening trend lines.

The "available audience" decreased, on the average, from 75.4% of the total sample in 1940 to 73.7% in 1941. At the same time, "sets-in-use" dropped from an average 17.5% of total sets in 1940 to 16% in 1941.

As in the case of the evening trends, the big differences between the two years begin to appear in April. From this month on, the 1940 "sets-in-use" figures are consistently higher than those for 1941 except for December. That the 1940 figures were abnormally high and those for 1941 about normal is indicated here, also, by comparison of the July-December figures for both of these years with those for 1939. This comparison shows that the 1939 and the 1941 figures are very similar, and that 1940 was the typical year.

These findings serve to support the prediction that 1942 will set new highs in radio listening. In fact, the prediction finds verifica-

CHART I

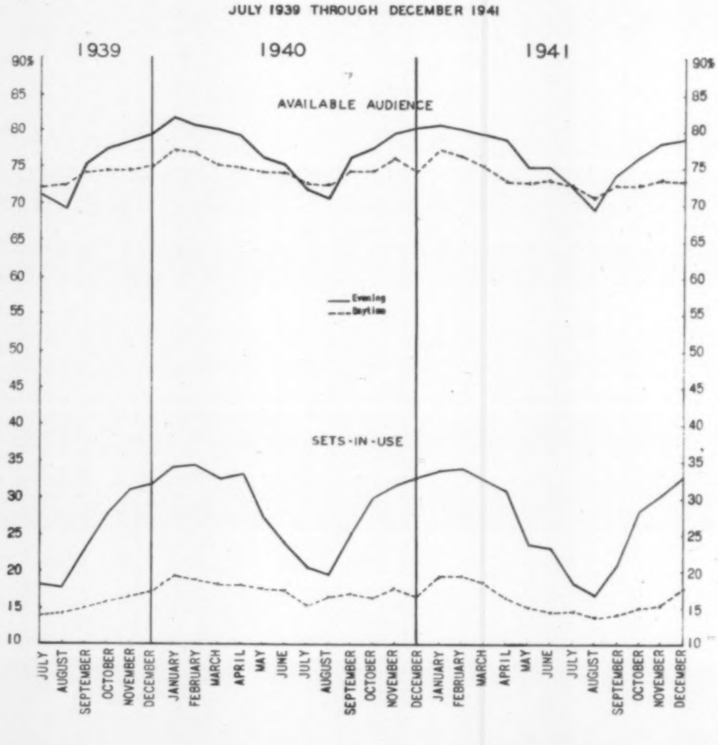
NATIONAL TRENDS

OF

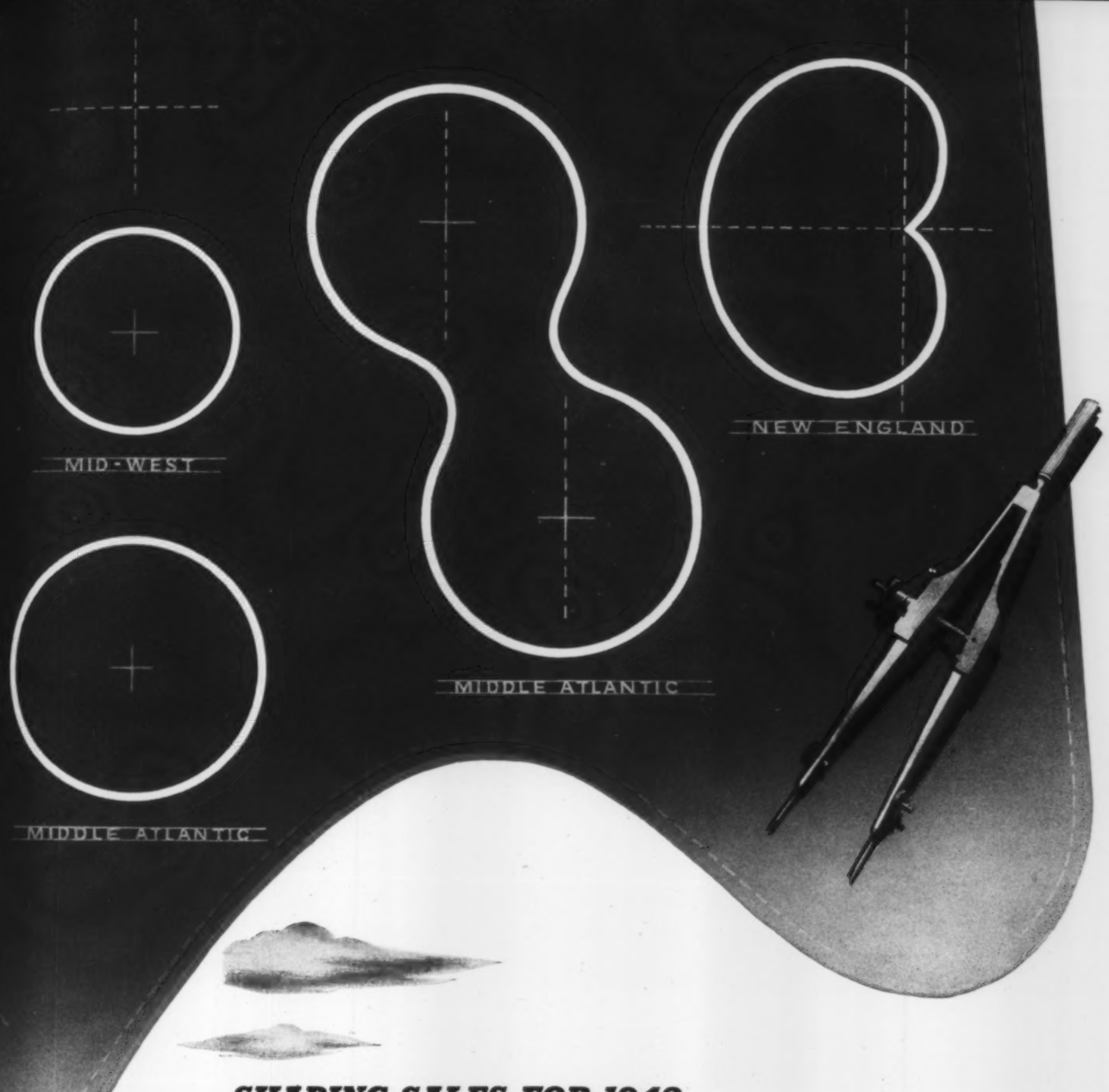
"SETS-IN-USE" AND "AVAILABLE AUDIENCE"

For

Daytime and Evening



(*Continued on Page 32*)



SHAPING SALES FOR 1942

No self-respecting cartographer would pass our drawings of the USA. But the time buyer—more concerned with markets than geography—will read great merit into them.

For these curves, fascinating in their own dull way, portray a concentration of signals where they count most—signals beamed on complete markets, rather than cities, counties and states taken en masse.

Take WBZ; on the coast. WBZ reverses the signal which would normally float off over the Atlantic, thereby strengthening its beam over New England. Result: WBZ covers 95 percent of this wealthy market. KYW—brilliantly and simply—executes a difficult Figure 8, and thereby wraps up all twenty counties of the Philadelphia trading area—the nation's third market, with a radio audience of ten million people.

On the other hand, KDKA and WOWO travel in their own exclusive circles. Their logical markets are all around them. Big markets too—more than eight million listeners for KDKA, two million for WOWO.

Thus Westinghouse Radio Stations Inc—by engineering coverage-shapes to correspond with market-shapes—offers you a sound plan for *shaping sales* for 1942.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW WBZ WBZA WOWO WGL • REPRESENTED NATIONALLY BY NBC SPOT SALES

(*Continued from Page 30*)

tion in the December, 1941, results which were obtained after war was declared. The 1940 figures for the later half of the year are consistently higher than those for 1941 except in the case of December when the 1941 sets-in-use jumped well ahead of those for December, 1940.

Available Audience Ratings

Measurements of home listening habits are accepted generally in the radio industry as the best indexes to change in audience size. The coincidental rating is a measurement of home listening which is based on a sample of total telephone homes in certain selected areas.

This sample includes homes in which no one is at home as well as those in which someone is at home. All of the homes in which no one is at home are classified as "non-listening" in the calculation of the coincidental rating. That is to say, the coincidental rating of audience size, with which the industry is so familiar, assumes that all "not at homes" are "non-listeners." We know, however, that this is not the exact condition. Automobile listening, listening in other homes, listening in restaurants, and to portable radios account for audiences the measurement of whose size is difficult and impracticable.

In most cases, this "away from home" listening would probably be insignificant. For example, it is improbable that any large part of the "not at home" segment of the sample listens to *Stella Dallas* or any other daytime serial drama. The coincidental rating based on the total sample would therefore be highly accurate for measuring the total audience size for such programs. But on special occasions, such as during important prize fights, World Series baseball games and particularly during addresses by the President people who are "not at home" may make a strong effort to listen. In such cases the coincidental rating based on a sample of total homes might underrate the total audience size.

Up to the present no method has been devised which would yield any reliable indication of size of the audience that such events might actually assemble. We wish to present here, not a method by which the actual size can be determined, but rather a method for setting up the limits between which the actual size must fall. That is to say, we wish to show how a lower and an upper limit may be established, somewhere between which will be the actual size.

Largest Day Audience

Since the coincidental rating based on a total sample of telephone homes assumes that *all* "not at homes" are non-listeners, this rating may be taken as the lower of the two limits of listening. This would represent the most conservative possible estimate of size.

The upper limit, the most radical estimate of audience size would be that obtained under the assumption that the radio behavior of all people away from home is the same as that of those at home. That is to say, under this assumption, the listening of the total population would be the same as that of the "at homes".

The results obtained for President Roosevelt's "Declaration of War" speech broadcast at 12:30 p.m., Dec. 8 illustrates the operation of these limits. The rating based on the total sample of telephone homes was 60.0. At that time 24.2% of the total sample was not at home. The rating of 60.0, which assumes that all "not at homes" were non-listeners, represents the lowest possible audience size for the President's broadcast.

The upper limit, the rating based on the "available audience" rather than on the total sample was 79.8. That is to say, the exact rating of the President's audience was somewhere between 60.0 and 79.8. Judging from experience, the actual figure might be expected to fall closer to the upper than to the lower limit in this particular case. This was the largest daytime audience ever assembled—largest by a very wide margin.

While upper and lower limits of listening are of primary importance to special events such as those mentioned, they may have some theoretical interest to the industry as a whole in view of the increased sale of portable and automobile receiving sets. They serve to show the possible limits of variation for any program. While, as was remarked above, those who are away from home probably make no effort to hear most programs, certain highly popular ones may be sought out even when one is not at home.

A New "Popularity" Rating

A rating based on "available audience"* has also some further significance. This may be seen by examination of the two lists of 15 highest evening and daytime programs for December, 1941.

Comparison of the two rank orders in List 1 reveal a further utility of the "Available Audience Rating". While there is a high correlation between the two rank orders some interesting and significant differences are to be noted. *Bob Hope*, ranking third on the basis of the total sample rating, falls to sixth place in "Available Audience Rating", *Fibber McGee, Jack Benny* and *The Aldrich Family*, all moving ahead of him. Further down the list, *Major Bowes*, in 9th place on the basis of the total sample, falls to 12th place on the basis of "Available Audience", *Fitch Band Wagon, One Man's Family* and *Take It or Leave It*, moving ahead of him.

This difference in rank order between the two types of rating indicates clearly the added utility of the "Available Audience Rating". The "Total Audience Rating," which appears regularly in Hooper Program Rating Reports is a reliable measure of the relative size of program audiences. The Available Audience Rating, on the other hand, measures the degree to which the program recruits listeners from among the families who are at home and awake. These figures, therefore, approach a measure of the relative popularity, "pulling power" or "attraction value" of programs. They "approach", but do not constitute, a measure of true popularity because of differences in competition. They do, however, approach such a measurement more closely than any other rating in current use.

Thus *Bob Hope* was heard in more homes in December than was Jack Benny because someone w at home in more homes on Tuesd than on Sunday evening. Howeve of those who were "at home a awake" on the two evenings, greater percentage listened t Benny than listened to Hope. Ho had a larger audience but Ben had greater popularity or "attra tion value." From these consider tions, it seems probable that, othe things being equal, if *Jack Ben* were presented on Tuesday rathe than on Sunday, he would have ob tained a larger audience than di *Bob Hope.*

Subscribers to the Hooper r porting services can determine th "available audience ratings" o their programs from data present ed in Hooper reports. From th Sectional and the new Individua City Reports the size of the "avail able audience" during the broad cast of a program can be deter mined. The "Available Audienc Rating" may be obtained with fai accuracy by dividing the progra rating reported in monthly report

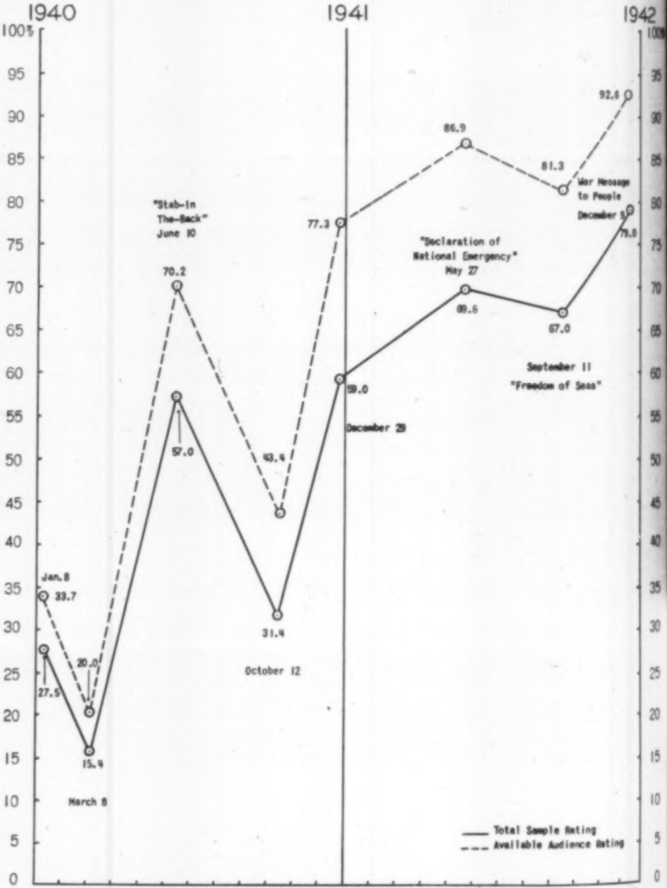
(*Continued on Page 36*)

CHART II

THE PRESIDENT SPEAKS

Evening Total Sample and Available Audience Ratings

JANUARY 1940 THROUGH DECEMBER 1941



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* The coincidental "available audience rating" should not be compared with the day-part recall rating; for while the latter is based on completed conversations, not all of the respondents were at home *during the broadcast*. That is to say, the day-part recall sample for *some* programs contains a "not at home during the broadcast" segment and for others it does not. The size of this segment in the sample for a given program is proportional to the length of time between the end of the broadcast and the subsequent day-part recall checking period. The length of this period varies from 5 minutes to approximately 12 hours.

IN OKLAHOMA CITY
IT'S WKY 3 TO 1
With Daytime Listeners
This advantage will always be safeguarded with everything we've got!

• The longtime predominant position of WKY in Oklahoma City has been achieved not by accident or fortuitous circumstances, but by a deliberate and continuously aggressive program of alert radio service on every front.

Few stations, in fact, dominate their markets as does WKY. Among NBC Red stations in 31 of the country's leading markets during the 6 months ending April, 1941, for instance, WKY ranked first, second, third, fourth at various periods of the day . . . never lower than seventh among those 31 stations at any period, day or night.

WKY will maintain its predominant position, will safeguard its advantage with everything it possesses, with all its resources, skill and experience.

Its position in this market really means something to WKY. That's why WKY means so much to advertisers.

WKY

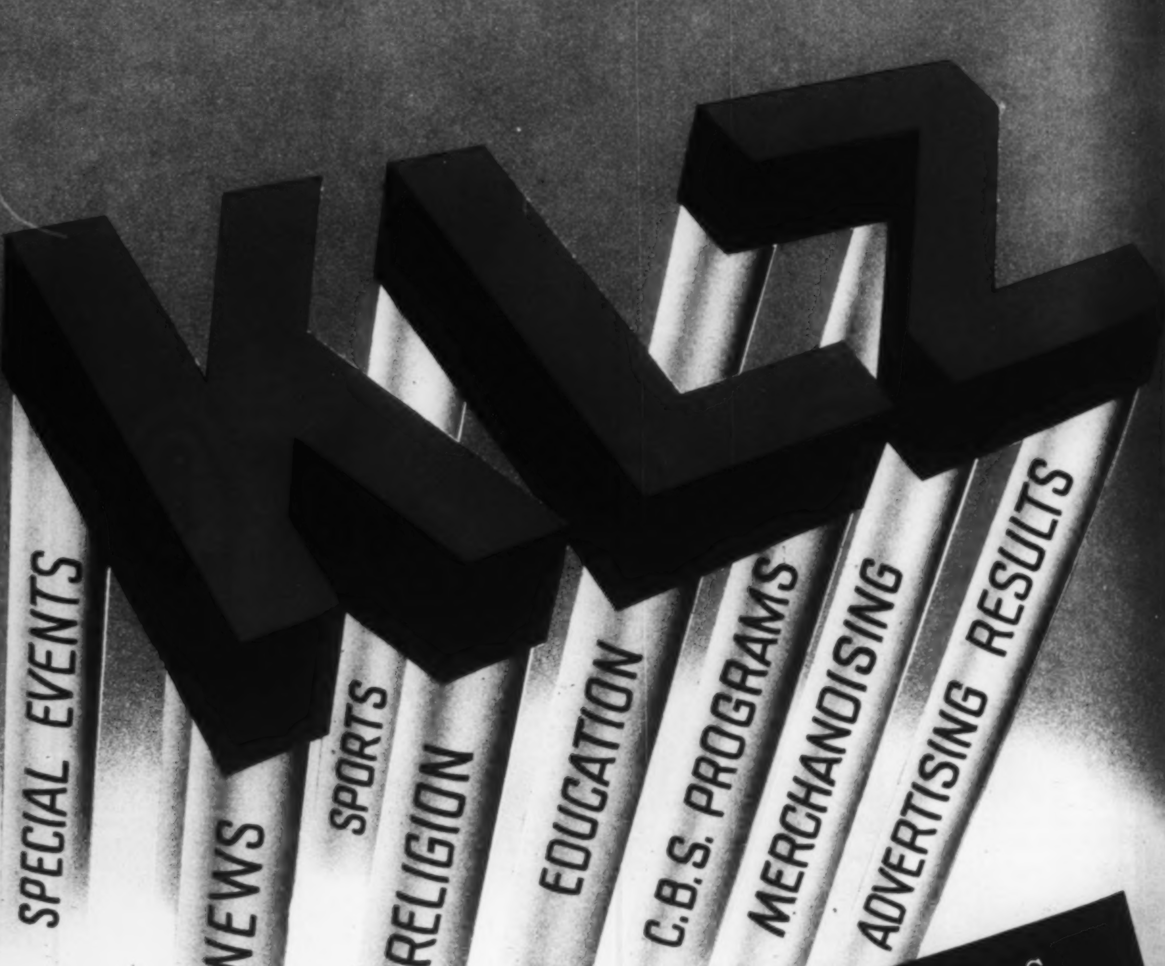
OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Co.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (*Affiliated Mgmt.*)
Represented Nationally by the Katz Agency, Inc

XUM

ON PILLARS OF SERVICE

DENVER'S *Standout* STATION


KLZ
SPECIAL EVENTS
NEWS
SPORTS
RELIGION
EDUCATION
C.B.S. PROGRAMS
MERCHANDISING
ADVERTISING RESULTS

560 Kc.—C.B.S.

Affiliated in Management with the
Oklahoma Publishing Company and
WKY, Oklahoma City—Represented
Nationally by the Katz Agency, Inc.

WAR-TIME CENSORSHIP CODE FOR BROADCASTERS

Herewith is the text of the war-time code of practices for broadcast stations issued Jan. 16, 1942 by the Office of Censorship. Drafted by Director Byron Price and Assistant Director J. Harold Ryan, after conferences with the industry, the Code became immediately effective, except for Paragraph II (b) covering banning of certain ad lib quiz programs, which became operative Feb. 1, to permit changes in format and alteration of commercial contracts.

THE OFFICE of Censorship issued this statement:

In wartime it is the responsibility of every citizen to help prevent the enemy, insofar as possible, from obtaining war, navy, air or economic intelligence which might be of value to him and inimical to our national effort.

The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency.

Two possibilities exist:

(1) Enemy exploitation of stations heard only within our borders, to expediate the work of saboteurs, and

(2) Enemy exploitation of stations heard internationally (both short and long wave) to transmit vital information.

All American stations desire to prevent such exploitation. The statement herewith set forth is presented under three headings:

(1) News programs.

(2) Ad lib programs.

(3) Foreign language programs.

Radio management can do much in other ways to win the war. It can act, in the light of experience, as its own censor above and beyond the suggestions contained in this statement of conduct.

I
NEWS PROGRAMS

It must be remembered that all newspapers, magazines and periodicals are censored at our national borders. No such post-publication censorship is possible in radio. Scores of stations operating on all classifications of frequencies are heard clearly in areas outside the United States. These stations especially should exercise skill and caution in preparing news broadcasts.

Ninety-nine per cent of the commercial stations operating in the United States are serviced by one or more news agencies. News teletyped to stations and networks by these agencies will be edited at the source, with a view to observing certain requests set down by the press section of the Office of Censorship. These precautions notwithstanding, the Office of Censorship stresses the need for radio to process all news in the light of its own specialized knowledge. Broadcasters should ask themselves the question, "Would this material be of value to me if I were the enemy" Certain material which may appear on the news service wires as approved for newspapers may not be appropriate for radio.

It is requested that news falling into any of the following classifications be kept off the air, except in cases when the release has been authorized by appropriate authority.

Weather Reports

(1) Weather reports. This category includes temperature readings, barometric pressures, wind directions, forecasts and all other data relating to weather conditions. Frequently weather reports for use on radio will be authorized by the United States Weather Bureau. This material is permissible. Confirmation should be obtained that the report actually came from the Weather Bureau. Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events and similar projects.

Information concerning road conditions, where such information is essential to safeguarding human life, may be broadcast when requested by a Federal, State or municipal source.

(2) Troop movements. The general character and movements of units of the United States Army, Navy and Marine Corps, or their personnel, within or without the continental limits of the United States; their location, identity or exact composition, equipment or strength; their destination, routes and schedules; their assembly for embarkation or actual embarkation. Any such information regarding the troops of friendly nations on American soil. (The request as regards location and general character does not apply to training camps in the United States, nor to units assigned to domestic police duty.)

(3) Ships. The location, movements and identity of naval and merchant vessels of the United States and of other nations opposing the Axis powers and of personnel of such craft; the port and time of arrival of any such vessels; the assembly, departure or arrival of transports or convoys, the existence of mine fields or other harbor defenses; secret orders or other secret instructions regarding lights, buoys and other guides to navigators; the number, size, character and location of ships in construction, or advance information as to the date of launchings or commissionings; the physical setup of existing shipyards, and information regarding construction of new ones.

(4) Planes. The disposition, movements and strength of army and navy units. The time and location of corps graduations or the equipment strength of any training school.

New Inventions

(5) Experiments. Any experiments with war equipment or materials, particularly those relating to new inventions. Any news of the whereabouts of camouflaged objects.

(6) Fortifications. Any information regarding existing or projected fortifications of this country, any information regarding coastal defense emplacements or bomb shelters; location, nature or numbers of antiaircraft guns.

(7) Production. Specific information about war contracts, such as the exact type of production, production schedules, dates of delivery, or progress of production; estimated supplies of strategic and critical materials available; or nationwide "round-ups" of locally-published procurement data except when such composite information is officially approved for publication.

Specific information about the location of, or other information about, sites and factories already in existence, which would aid saboteurs in gaining access to them; information other than that readily gained through observation by the general public, disclosing the location of sites and factories yet to be established, or the nature of their production. Any information about new or secret military designs, or new factory designs for war production.

(8) Casualty lists. Total or round figures issued by the Government may be handled. If there is special newsworthiness in the use of an individual name, such as that attending the release concerning Capt. Colin Kelly, it is permissible material. Stations should use own judgment in using names of important personages from their own areas killed in action. The Government notifies nearest kin BEFORE casualty's name is released to the press.

(9) Release of figures on selective service enrollments.

(10) Unconfirmed reports. Reports based on information from unidentified sources as to ship sinkings or land troops reverses or successes should not be used. In the event enemy claims have been neither confirmed nor denied by established authority, the story ordinarily should be handled without inclusion of specific information; there should be no mention of ship's name—only its classification; there should be no mention of army unit designation—just its general description (tank, artillery, infantry, etc.). Commentators, through sensible analyses of reports from enemy origins, stressing the obvious fallacies, can do much to correct any false impressions which might be created.

(11) Communications. Information concerning the establishment of new international points of communication should be withheld until officially released by appropriate federal authority.

(12) General. Information disclosing the new location of national archives, art treasures, and so on, which have been moved for safekeeping; damage to military and naval objectives, including docks, railroads, or commercial airports, resulting from enemy action; transportation of munitions or other war materials, including oil tank cars and trains; movements of the President of the United States, or of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, or destination, within or without the continental limits of the United States: movements of ranking army or naval officers and staffs on official business; movements of other individuals or units under special orders of the army, navy or State Department.

Summation: It should be emphasized that there is no objection to any of these topics *if officially released*. These restraints are suggested:

(1) Full and prompt obedience to all lawful requests emanating from constituted authorities. If a broadcaster questions the wisdom of any request, he should take it up with the Office of Censorship.

(2) Exercise of common sense in editing news, meeting new problems with sensible solutions. Stations should feel free at all times to call on the Office of Censorship for clarification of individual problems.

II
AD LIB PROGRAMS

Certain program structures do not permit the exercise of complete discretion in pre-determining the form they will take on the air. These are the ad lib or informal types of programs. Generally they fall into four classifications:

(a) Request programs.

(b) Quiz programs.

(c) Forums and interviews (*ad lib*).

(d) Commentaries and descriptions (*ad lib*).

As experience dictates the need of changes, they will be made, and all stations notified. Stations should make certain that their program departments are fully acquainted with these provisions.

(a) Request programs. Certain safeguards should be adopted by the broadcaster in planning request programs. It is requested that no telephoned or telegraphed requests for musical selections be accepted for the duration of the emergency. It is also requested that all mail bearing requests be held for an unspecified length of time before it is honored on the air. It is suggested that the broadcaster stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Special note is made here of "lost and found" announcements and broadcast material of a similar nature. Broadcasters are asked to refuse acceptance of such material when it is submitted via telephone or telegraph by a private individual. If the case involves a lost person, lost dog, lost property or similar matter, the broadcaster is advised to demand written notice. It is suggested that care be used by station continuity departments in re-writing all such personal advertising. On the other hand, emergency announcements asked by police or other authorized sources may be accepted. Announcements bearing official authorization seeking blood donors, lost persons, stolen cars, and similar material may be accepted by telephone, but confirmation of the source is suggested.

It is requested that announcements of mass meetings not be honored unless they come from an authorized representative of an accredited Governmental or civilian agency. Such requests should be accepted only when submitted in writing.

(b) Quiz program. It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or shortwave, be discontinued, except as qualified hereinafter.

Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theatre audience for example, the danger is not so great.

Care in Small Crowds

Generally speaking, any quiz program originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of participants, should be discontinued. Included in this classification are all such productions as man-on-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be **GUARANTEED PARTICIPATION.**

(c) Forums and interviews. This refers specifically to forums in which the general public is permitted extemporaneous comment; to panel discussions in which more than two persons participate; and to interviews conducted by authorized employees of the broadcasting company. Although the likelihood of exploitation here is slight, there are certain forums during which comments are sought "from the floor," or audience, that demand cautious production.

(d) Commentaries and descriptions. (Ad lib). Special events reporters are advised to avoid specific reference to locations and structures in on-the-spot broadcasts following air raids or other enemy offensive action. Both such reporters and commentators should beware of using any descriptive material which might be employed by the enemy in plotting an area for attack.

(Continued on page 36)

XUM

Audience Size Trend

(Continued from page 32)

by the percent representing the "available audience". Since the "available audience" is always smaller than the total audience, the "available audience rating" will always be higher than the "total sample rating"—the published figures.

The President Speaks

No resume of radio audience events for 1941 would be complete without mention of the most astounding audiences of all radio history—those assembled by President Roosevelt.

Chart II shows how the President's evening audiences have grown since January of 1940. The solid line represents the published coincidental ratings — the lower limit of listening, based on total telephone homes. The broken line represents the upper limit, based on "available audience." Never before have such audiences been assembled. Further, it seems probable that the Dec. 9, 1941 audience may represent the top for some time to come.

It will be noted that the Dec. 8, 1941 address, mentioned above is not entered on the chart. This was a daytime address and while it is not shown on the chart, it represents an all time high for daytime audiences.

List I

	Total Sample		*Available Audience*	
Program	*Rating*	*Rank*	*Rating*	*Rank*
Walter Winchell	29.9	1.5	39.3	2
Charlie McCarthy	29.9	1.5	40.6	1
Bob Hope	28.8	3	35.5	6
Fibber McGee	28.7	4	36.4	3
Aldrich Family	27.8	5	36.0	5
Jack Benny	27.1	6.5	36.3	4
Lux Radio Theater	27.1	6.5	33.1	7
Coffee Time	23.7	8	29.5	8
Major Bowes	18.9	9	23.6	12
Fitch Band Wagon	18.8	10	25.6	9
Take It or Leave It	18.5	11	24.2	11
One Man's Family	18.4	12	24.6	10
Time to Smile	18.3	13	23.3	13
Kay Kyser	18.2	14	23.1	14
Orson Wells	17.8	15	22.0	15

List II

	Total Sample		*Available Audience*	
Program	*Rating*	*Rank*	*Rating*	*Rank*
Wm. L. Shirer	11.9	1	16.3	1
Women in White	9.4	2	12.9	2
Life Can Be Beautiful	8.4	3	11.6	4
Ma Perkins	8.2	4	11.9	3
Kate Smith Speaks	8.1	5	11.1	5.5
The Guiding Light	7.6	6.5	11.1	5.5
Pause That Refreshes	7.6	6.5	10.6	7.5
Stella Dallas	7.4	8.5	10.6	7.5
Big Sister	7.4	8.5	10.2	10.5
Right to Happiness	7.3	10	10.2	10.5
Romance of Helen Trent	7.2	11	9.9	12
Mary Marlin	7.0	12.5	9.8	13
Against the Storm	7.0	12.5	10.3	9
Young Widder Brown	6.9	14.5	9.7	14
Prudential Family Hour	6.9	14.5	9.5	15

Wartime Radio Code

(Continued from page 35)

THE BROADCASTER IN SUMMARY, IS ASKED TO REMEMBER THAT THERE IS NEED FOR EXTRAORDINARY CARE ESPECIALLY, IN CASES WHERE HE OR HIS AUTHORIZED REPRESENTATIVE IS NOT IN FULL CONTROL OF THE PROGRAM.

III

FOREIGN LANGUAGE PROGRAMS

It is requested that full transcripts, either written or recorded, be kept of all foreign language programs; it is suggested that broadcasters take all necessary precautions to prevent deviation from script by foreign language announcers and performers. ("Foreign language" is here taken to mean any language other than English).

MISCELLANEOUS

From time to time, the Office of Censorship may find it necessary to issue further communications, which will either interpret certain existing requests, amend or delete them, establish new ones or cover special emergency conditions.

These communications will be addressed to managers of radio stations and networks. They should have preferential handling and it is therefore advisable that certain alternate executives be appointed to execute them in the absence of the regularly constituted authority. All such communications will be coded in numerical order, i.e.: R-1; R-2; R-3; etc. Stations are advised to keep them in careful filing order.

The American broadcasting industry's greatest contribution to victory will be the use of good common sense. Too frequently radio in general instead of the individual offender is blamed for even the most minor dereliction. If material is doubtful, it should not be used; submit it to the Office of Censorship for review. Free speech will not suffer during this emergency period beyond the absolute precautions which are necessary to the protection of a culture which makes our radio the freest in the world.

Broadcasters are asked merely to exercise restraint in the handling of news that might be damaging, for the Army behind the Army represents a great force in the war effort. Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for air raid alarms. Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly. In short, radio is endowed with a rich opportunity to keep America entertained and interested, and that opportunity should be pursued with vigor.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director.*

WSGN

has the largest GUARANTEED EFFECTIVE COVERAGE AREA* in Alabama. For map and figures consult the Headley-Reed Company, Representatives, or write direct to WSGN, Dixie-Carlton Hotel, Birmingham, Alabama.

***Approved NBC All-County Survey Method.**

Youngstown Steel Mills by Night

Peak Production in Youngstown

Peak production and peak payrolls, too, in this, the fourth largest steel center and 35th market of the United States.

In this busy, thriving, patriotic, radio-minded city everyone listens to . . .

WFMJ

- **ASCAP and BMI music.**
- **The only NBC Blue station in northeastern Ohio.**
- **Complete Associated Press and United Press news reports.**
- **First in number of listeners, in news coverage, in public service, in local accounts.**

HEADLEY-REED COMPANY, National Representatives

An Analysis of Fiscal Operations of Business of Broadcasting Stations and Networks—1935-40

By HERMAN S. HETTINGER, Ph.D.

Wharton School of Finance & Commerce, University of Pennsylvania

IN 1935 the Census of Business released the first complete figures on the business of broadcasting[1]. Since then many sweeping changes have taken place in the economic complexion of the field. Total recepits of the radio medium have nearly doubled. National spot advertising, more properly designated national and regional non-network advertising, has grown with especial rapidity. The number of commercial stations has grown from 564 to 801, an increase of 42.0%.

A large part of this increase has come from the establishment of stations in smaller communities, with a resulting expansion in the market coverage of the radio medium. Even more important have been the increases in power and the general improvement in facilities which have taken place. Radio advertising and the radio structure as a whole has come into its majority.

Because the period from 1935 to date has witnessed so many important changes, an analysis of these changes should be helpful in appraising the future developments in the broadcasting medium. Consequently an analysis of the economic experience of the industry has been made for the period 1935-1940, statistics for 1941 not being available at the time of writing.

Changes in Revenues

Total receipts of the broadcasting business in 1940 amounted to $168,868,195, of which $155,686,247 represented time sales[2], $7,245,119 receipts from the sales of talent and the remainder miscellaneous income. This was a gain of slightly more than 95% in the five years for both time sales and total industry receipts. Gains were especially heavy during the first part of the period, receipts of networks and stations increasing 51.6% from 1935 to 1937 as compared to a growth of 28.7% from 1937 to 1940.

The year of 1938 brought the first drop in radio revenues since the depression year of 1932, time sales declining 2.6% as compared with the preceding year and total industry revenues dropping off 0.5%. The increase in 1939 over the previous year's level was 10.4% and the 1940 increase 19.5%. Changes in industry revenues during the period are presented in Table I.

Table I
RADIO BROADCASTING RECEIPTS

Class of Business	1935	1937	1938	1939	1940
National network	$39,737,867	$56,192,396	$56,612,925	$62,621,689	$71,919,428
Regional network	....	2,854,047	....	....	1,869,583
National and regional non-network	13,805,200	23,117,136	28,109,185	30,030,563 [2]	37,140,444
Local	26,074,476	35,745,394	32,657,349	37,315,774	44,756,792
Total time sales [1]	$79,617,543	$117,908,973	$117,379,459	$129,968,026	$155,686,247
Receipts from sale of talent and similar sources	6,875,110	11,264,748	6,081,344	6,794,669	7,245,119
Miscellaneous	....	2,032,145	4,384,775	4,524,583	5,936,829
TOTAL	$86,492,653	$131,205,866	$127,845,578	$141,287,278	$168,868,195

[1] Gross billings less frequency and promotional discounts.
[2] Less $441,490 duplication due to inter-station sales adjustments on U. S. Stations.

Of much greater significance than total receipts are the trends with regard to the main categories of the broadcasting business. During the period 1935-1940 national non-network advertising increased 169.1%, approximately twice as rapidly as network volume.

This expansion most probably was due to a combination of circumstances of which the following are among the more important: (1) the advantages of flexibility as to markets, time of day and season inherent in non-network advertising; (2) the increasing understanding and appreciation of this form of radio effort on the part of agencies and advertisers; and (3) the entrance of an increasing number of regional advertisers into radio.

National non-network advertising continued to grow throughout the entire period, although its rate was retarded by the recession of 1938. The increase in national non-network volume was 67.5% from 1935 to 1937; 21.6% in the following year; 6.8% in 1939 (there was a lag in the effect of the previous year's decline in general business) and 23.8% in 1940.

Other Increases

Revenues from the sale of talent and from miscellaneous sources experienced the second greatest relative growth; increasing 93.4% during the period. National network advertising increased to a lesser relative degree than did national non-network business, but its growth has been comparatively steady. From 1935 to 1937 national network volume rose 48.6%; 7.5% in 1938; 10.6% in the following year and 17.8% in 1940.

Local advertising continued to grow most slowly and to be most sensitive to changes in the business cycle. The increase on the part of this portion of the medium for th period as a whole was 71.4%. It increase from 1935 to 193 amounted to 37.1%, while in 193 it declined 8.7% from the preceding year's level. This was the only drop in revenues to be experience by any portion of the medium wit the exception of revenues from talent sales and miscellaneous source which dropped off 21.3%.

Composition of Time Sales

The marked rise of national an regional non-network advertisin and the comparative lag in th local field have resulted in change in the relative importance of di erent portions of the broadcastin medium. Whereas in 1935 nationa network advertising accounted fo 49.9% of total time sales, in 194 it represented 47.4%.

The proportion represented b national and regional non-networ advertising, on the other han rose from 17.3% in 1935 to 23.8 in 1940. In the case of local broa cast advertising, the percentage o total time sales which it accounte for declined from 32.8% in 193 to 28.8% in 1940. The greater po tion of the shift in relative importance of various portions of th medium occurred during the perio

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[1] In 1933 the National Assn. of Broadcasters compiled the first estimates for the radio field as a whole, but the Census report was the first complete count.

[2] Time sales referred to are gross billings less frequency and other promotional discounts.

Table II
DIVISION OF BROADCASTING REVENUES AMONG STATIONS AND NETWORKS [1]

Class of Business	1935	%	1937	%	1938	%	1939	%	1940	%
NETWORKS										
Time sales retained	$27,216,035	31.4	$35,865,486	27.3	$35,454,510	27.7	$38,507,561	27.3	$45,185,698	26.7
Talent and programs	2,983,245	3.4	5,533,054	4.2	2,381,964	2.0	2,160,188	1.5	2,464,342	1.4
Miscellaneous	....	....	1,909,591	1.4	2,557,886	2.1	2,199,359	1.6	3,042,576	1.8
Total network receipts	$30,199,280	34.8	$43,308,131	32.9	$40,394,360	31.8	$42,867,108	30.4	$50,692,616	29.9
STATIONS										
Received from networks	$12,521,832	14.5	$22,272,430	16.9	$21,158,415	16.7	$24,114,128	17.1	$28,603,313	16.9
National and regional non-network	13,805,200	15.9	24,024,665	18.3	28,109,185	21.3	30,030,563 [1]	21.2	37,140,444	22.0
Local	26,074,476	30.1	35,745,394	27.2	32,657,349	25.7	37,315,774	26.4	44,756,792	26.6
Total time sales	$52,401,508	60.5	$82,042,489	62.4	$81,924,949 [2]	63.7	$91,460,465	64.7	$110,500,549	65.5
Talent and programs	2,597,708	3.0	5,731,692	4.3	3,699,380	3.0	4,634,481	3.2	4,780,777	2.8
Miscellaneous	1,294,157	1.7	123,554	0.4	1,826,889	1.5	2,325,224	1.7	2,894,253	1.8
Total stations receipts	$56,293,373	65.2	$87,897,735	67.1	$87,451,218	68.2	$98,420,170	69.6	$118,175,579	70.1
Grand total	$86,492,653	100.0	$131,205,866	100.0	$127,845,578	100.0	$141,287,278	100.0	$168,868,195	100.0

[1] Gross billings, less frequency and other promotional discounts.
[2] Less $441,490 which seems to be due to inter-station sales adjustment on stations

It's Easy to Choose in Syracuse . . .

WSYR

Now
5000 WATTS
at 570 kc
•
"The Perfect Combination" Gives Coverage equal to 340,000 watts at 1400 kc!

- The primary listening area alone includes 27 of the most prosperous, populous counties in New York State—a buying market of $1,468,519,000 effective annual income.
- Greater coverage—*better* coverage—every check shows WSYR has more listeners in more city areas and counties in Central New York.
- A complete merchandising service.
- Program leadership—both local and national. Complete programming and planning facilities.
- The only NBC Station in Syracuse.

REPRESENTED BY RAYMER

For MORE SALES per DOLLAR in the TRI-CITY area!

WTRY
TROY
NEW YORK

- ★ 1000 watts full time at 980 kc—effective coverage of the rich Troy-Albany-Schenectady region.
- ★ Proven selling - influence on a prosperous population of 820,458—serving the nation's 27th largest metropolitan district and its trading area.
- ★ The only Basic NBC Blue Station in the Troy - Albany - Schenectady area.
- ★ Cooperative "follow - through" management, from programming to merchandising.
- ★ Favorite local personalities.

REPRESENTED BY RAYMER

SELLS
the Buying Minds
in the
Heart of New England

WKNE
KEENE, N. H.

- 5000 watts full time at 1290 kc—highest power of any station in Vermont and New Hampshire.
- Covers an area of separated trading centers representing an annual buying market of $344,425,000.
- Gives thorough *sales-creating* coverage. 111 merchants in 29 cities within a radius of 69 miles are regular advertisers over this station—and regularly find their advertising *pays*.
- A CBS affiliate—with unique local programs that make it listened to as a local station.

REPRESENTED BY RAYMER

1935-1937, although the trends in evidence at that time have persisted, if at a slower rate.

Division of Business

Stations received an increasing proportion of total broadcasting time sales during the period 1935-1940. This has been due partly to the growth of non-network advertising and partly to a greater diffusion of network advertising revenues among affiliated stations. From 1935 to 1940, the portion of network time sales retained by the networks increased 66.0% while the sums turned over to affiliated stations for the broadcasting of network programs rose 128.4%.

Again the principal changes occured during the years 1935-1937, during which period the amounts retained by networks rose 31.8% and the amounts received from networks by affiliated stations increased 77.9%. In 1938 the amount retained by networks declined 1.2% and that received by stations dropped 5.0%. The greater drop in station receipts from network advertising most probably is due to the sliding scale arrangements which exist in many instances for station payment. In 1939, however, the situation was reversed; amounts retained by networks rising 8.6% and those turned over to stations increasing 19.0%.

The situation became comparatively stabilized in 1940 when amounts retained by networks gained 17.3% over the preceding year and that retained by stations increased 18.6%. Because of the short period under consideration it is impossible to draw any inferences as to future trends. Statistics regarding the revenues retained by networks and those received by stations are found in Table II.

The increasing proportion of network advertising revenues distributed among stations, together with the rise of national and regional non-network advertising, has resulted in a continuous decline in the proportion of total time sales retained by networks to meet their own costs of operation. This is indicated in Table III.

TABLE III

Percent Total Time Sales of Medium Retained by Networks and Percent Received by Stations From Network, National and Regional Non-Network and Local Broadcast Advertising.

Year	*Retained by networks*	*Received by stations*
1935	34.2%	65.8%
1937	30.4%	69.6%
1938	30.2%	69.8%
1939	29.6%	70.4%
1940	29.0%	71.0%

This trend, if continued, should be extremely healthy for the industry as a whole for it is indicative of a widening of the base of economic support.

Station Revenues by Areas

Data regarding total station broadcast revenues, station revenues per hundred population and the relative growth of total station revenues by states and major geographic areas are given in Tables IV and V.

As would be expected, the combination of population and buying power account for the principal variations in the distribution of station income by states and area although the influence of clea channel stations covering wid areas embracing more than on state modify this relationship t some extent. In 1940 six states, Ne York, Ohio, Illinois, Californi Pennsylvania and Texas accounte for 44.4% of total station revenue —$47,488,000. New York ranke first with total station revenues o $11,996,000; Ohio second with $8, 164,000, due to the presence o WLW and a generally strong clea channel situation; Illinois thir with $7,760,000; California fourt with $7,517,000; Pennsylvania fift with $6,757,000 and Texas sixt with $5,294,000.

If the population factor is hel

Table V
RELATIVE GROWTH STATION BROADCAST
Revenues by States, 1935-1940,[1] 1935=100[2]

States	1940	1939	1937	19
UNITED STATES	207	172	154	100
New England	190[6]	172	155	100
Maine-N. H.-Vt.	[6]	194	153	100
Mass.	184	146	136	100
Rhode Island	156	134	130	100
Conn.	262	212	186	100
Middle Atlantic	196	166	157	100
New York	216	175	174	100
New Jersey	150	134	122	100
Pennsylvania	194	173	154	100
East North Central	190	160	153	100
Ohio	184	154	159	100
Indiana	247	198	173	100
Illinois	201	175	159	100
Michigan	171	144	131	100
Wisconsin	180	147	152	100
West North Central	224	190	171	100
Minnesota	238	211	184	100
Iowa	194	166	155	100
Missouri	206	178	162	100
N. Dak-S. Dak.	254	180	160	100
Nebraska	288	218	215	100
Kansas	264	225	192	100
South Atlantic	261	197	171	100
Maryland-Delaware	[1]	198	178	100
District of Columbia	201	151	146	100
Virginia	277	220	171	100
West Virginia	306	236	197	100
North Carolina	262	203	168	100
South Carolina	332	195	176	100
Georgia	256	189	177	100
Florida	328	233	198	100
East South Central	235	203	168	100
Kentucky	171	147	140	100
Alabama	288	225	159	100
Tennessee	264	202	174	100
Mississippi[3]	268	200	160	100
West South Central	245	184	161	100
Arkansas[3]	..	..	..	..
Louisiana	362	289	213	100
Oklahoma	188	169	151	100
Texas	238	188	167	100
Mountain	217	187	170	100
Montana	221	196	173	100
Idaho	213	174	152	100
Utah	182	163	[5]	
Colorado	210	187	[4]	100
Arizona	252	191	153	100
Wyoming	[7]	..	..	..
Nev.-New Mexico	[7]	197	..	100
Pacific	172	156	129	100
California	162	151	118	100
Oregon	193	168	144	100
Washington	199	169	165	100

[1] Figures are not available for stations wit revenues under $25,000 for 1938, and non for 1936.

[2] FCC figures and Census of Business (fo 1935) have been compiled on a slightly differen basis so that only a rough comparison i possible between them. FCC net sale include talent as well as time sales, althoug agency and other commissions have bee deducted. Census figures for 1935 are fo time only, prior to the deduction of agency— the more conventional way of stating ad vertising revenues though not necessarily a more logical one. It has been necessary t put data on as comparable a basis as possibl although this could be accomplished only to limited extent. The results, however, shoul be satisfactory to indicate general trends.

[3] Mississippi and Arkansas combined.

[4] Combined with Wyoming in 1937. Inde therefore impossible for that year.

[5] Combined with Nevada in 1937.

[6] Delaware and New Hampshire combine in 1940.

[7] Combined with Wyoming in 1940.

Table IV
STATION BROADCAST REVENUES
And Revenues per 100 Population by States and Census Areas, 1935-37-39 and 40

State and Area	1935		1937		1939		1940	
	Total revenues (000)	Per 100 population	Total revenues (000)	Per 100 population	Total revenues (000)	Per 100 population	Total revenues (000)	Per 100 population
UNITED STATES	$52,325	$41.70	$81,650	$64.10	$89,991	$68.30	$107,592	$81.70
New England	3,664	43.10	5,330	62.00	5,888	69.80	7,077 [7]	89.10
Conneticut	592	34.50	1,106	63.50	1,258	73.60	1,554	90.90
Maine	250	29.60	[2]		515	60.80	564	66.60
Massachusetts	2,184	49.90	2,977	67.30	3,203	74.20	4,014	93.00
New Hampshire-Vermont	143	16.30	601	31.40	248	29.10	173 [8]	48.20
Rhode Island	495	72.70	646	94.90	664	93.00	772	108.20
Middle Atlantic	11,423	41.90	17,927	65.20	18,977	68.90	22,350	81.20
New York	5,546	43.00	9,660	74.50	9,725	72.10	11,996	89.00
New Jersey	2,392	55.80	2,915	67.10	3,224	77.50	3,597	86.50
Pennsylvania	3,485	34.60	5,351	52.60	6,028	60.90	6,757	68.30
South Atlantic	4,514	26.70	7,699	44.60	8,866	49.80	11,754 [9]	64.20
Maryland-Delaware	874	45.40	1,412	72.80	1,565	75.00	1,956 [10]	75.80
District of Columbia	740	124.50	1,083	172.70	1,121	169.00	1,488	224.40
Florida	580	35.90	1,141	68.40	1,352	71.20	1,904	100.30
Georgia	585	19.30	1,016	32.90	1.109	35.50	1,498	48.00
North Carolina	666	19.50	1,123	32.20	1,357	38.00	1,742	48.80
South Carolina	186	10.10	329	17.60	363	19.10	618	32.50
Virginia	539	20.40	923	34.10	1,186	44.30	1,494	55.80
West Virginia	344	18.90	671	36.00	813	42.70	1,054	55.40
East North Central	13,008	50.80	19,990	77.40	20,881	78.40	24,693	92.70
Illinois	3,866	49.50	6,180	78.50	6,762	85.60	7,760	98.30
Indiana	839	24.50	1,458	42.00	1,662	48.50	2,069	60.40
Michigan	2,843	60.10	3,714	76.90	4,102	78.00	4,856	92.40
Ohio	4,436	66.10	7,074	105.10	6,843	99.10	8,164	118.20
Wisconsin	1,024	35.20	1,564	53.40	1,511	48.20	1,844	58.80
West North Central	5,690	48.20	9,785	82.60	10,831	80.10	12,751	94.30
Iowa	1,172	46.30	1,822	71.40	1,952	76.90	2,275	89.60
Kansas	382	20.30	731	39.20	862	47.90	1,009	56.00
Minnesota	1,107	42.10	2,042	77.00	2,336	83.70	2,633	94.30
Missouri	2,133	106.20	3,473	101.70	3,800	100.40	4,387	115.90
Nebraska	510	37.40	1,096	80.40	1,191	90.50	1,466	111.40
North Dakota-South Dakota	386	27.70	620	44.40	691	53.80	981	76.30
East South Central	2,140	17.10	3,591	28.10	4,357	34.20	5,033	46.70
Alabama	355	12.50	556	19.20	798	28.20	1,023	36.10
Kentucky	748	26.30	950	32.50	1,100	38.60	1,280	45.00
Mississippi	321 [1]	8.00	515	12.60	641	15.50	350	16.00
Tennessee	901	31.90	1,570	54.30	1,818	62.40	2,380	81.60
West South Central	3,684	34.40	5,964	55.00	6,832	61.50	9,063	69.40
Arkansas	[1]	[1]	[1]	[1]	[1]	[1]	509	26.10
Louisiana	493	23.30	1,051	49.30	1,326	56.10	1,784	75.50
Oklahoma	785	31.30	1,189	46.70	1,331	57.00	1,476	63.20
Texas	2,221	36.50	3,724	60.30	4,174	65.10	5,294	82.50
Mountain	1,760	47.00	3,028	79.80	3,298	79.50	3,820	92.00
Arizona	218	53.70	334	81.00	416	83.30	549	110.00
Colorado	593	55.80	1,127 [5]	86.30 [5]	1,112	99.00	1,247	111.00
Wyoming	68 [4]	20.50 [4]	[5]	[5]	65	26.10	[6]	[6]
Idaho	127	26.50	193	39.20	222	42.40	271	51.60
Montana	208	39.20	361	67.00	408	73.00	460	82.20
Nevada-New Mexico	46	10.90	211	40.30	259	40.30	383 [3]	42.90
Utah	500	97.10	802	154.60	816	148.20	910	165.40
Pacific	6,442	74.60	8,336	94.30	10,060	103.10	11,049	113.20
California	4,646	77.50	5,505	89.50	7,029	101.80	7,517	108.80
Oregon	692	68.70	998	97.20	1,161	106.50	1,333	122.30
Washington	1,104	67.60	1,832	110.50	1,870	106.10	2,199	124.70

[1] Mississippi and Arkansas combined for all years.

[2] Maine-New Hampshire-Vermont combined 1937.

[3] Vermont only.

[4] Wyoming and Nevada combined.

[5] Wyoming and Colorado combined.

[6] Wyoming, Nevada and New Mexico combined.

[7] New Hampshire excluded.

[8] Vermont alone.

[9] South Atlantic total includes New Hampshire, since FCC figures were combined in this manner.

[10] New Hampshire included here.

[11] Excludes Arkansas in 1940.

constant, the influence of the wide area coverage of clear-channel stations becomes evident. The ranking of the principal stations on the basis of station revenues per 100 population in 1940 was as follows: Utah, $165.40; Washington, $124.40; Oregon, $122.30; Ohio, $118.20; Missouri, $115.90; Nebraska, $111.40; Colorado, $111.00 and California, $108.80.

Utah, Ohio, Colorado in particular derive their high revenues per hundred population from clear-channel revenues, while clear-channel business is important in the majority of the remaining states. In the case of the Pacific Coast states, the early acceptance of radio advertising and its consequent relatively great popularity today is an important contributing factor. The extremely strong competition in some states, such as Missouri, when combined with high caliber management also may aid in pushing up station revenues per 100 population above what might otherwise be expected.

Geographical Changes

In spite of the aforementioned marked variations in revenues per 100 population by states, the pattern for the larger geographic areas of the country remains what might be expected on the basis of buying power. The New England, Middle Atlantic, East and West North Central states comprise one important area in which station revenues per 100 population range from $81.20 (in the Middle Atlantic states) to $94.30 (in the West North Central States).

The South Atlantic, East and West South Central States constitute a second area with a range of from $46.70 (East South Central states) to $69.40 (West South Central states). Station revenues per 100 population averaged $92.00 in the Mountain Area and $113.20 in the Pacific Area, the latter again confirming the relatively high popularity of radio advertising on the west coast.

Analysis of station broadcast revenues for the period 1935-1940 reveals a constantly widening geographic use of radio advertising. On both an absolute and a per 100 population basis, station revenues have increased to the greatest relative degree in the hitherto undeveloped sections of the country—undeveloped as far as radio is concerned.

On the other hand, there has been a definite slowing of the rate of growth in the older and economically more stable sections of the country. Whereas from 1935 to 1940 station revenues in this country increased approximately 96%, the following increases were experienced in different sections: South Atlantic, 161%; West South Central, 145%; East South Central, 135%; West North Central, 124%; Mountain, 117%; Middle Atlantic, 96%; East North Central, 90%; New England, 90%, and Pacific, 72%. The use of per 100 population figures changes the general station situation but slightly. The relatively low increase in the Pacific area, combined with considerably higher than average station revenues per 100 population, suggests that this section's radio advertising has matured more rapidly than in other parts of the country.

While the general growth of radio advertising has contributed to the greater relative development of station revenues in the South Atlantic, East and West South Central areas, it has been the extension of national network and national regional non-network advertising which has been the principal cause of the rise. Whereas the combined increase for network and national and regional non-network advertising in the country was 76.3% during the period 1937-1939,[3] the combined network and national spot volume in the South Atlantic area increased 143.8%, that in the East South Central States rose 115.3% and that in the West South Central States 122.1%.

Revenues by Major Markets

Station revenues by major markets are presented in Tables VI and VII, the former giving total revenues and the latter revenues per 100 population in the metropolitan district. For the most part Table VI follows buying power and population in the ranking of cities, although in a few instances, such as Cincinnati, the influence of clear channel wide-area coverage again modifies the figures. However, clear channel wide-area coverage and the competitive factor exert a most important influence on broadcast revenues per 100 population, as indicated in Table VII.

As might be expected from the earlier discussion of station revenues by stations and major geographic areas, station revenues have increased most rapidly in the larger cities in the central south and southwest. In this they have followed the growth of population and buying power as well as the development of improved radio broadcasting service and consequent radio advertising acceptance. With few exceptions the increase in network and national and regional non-network volume has accounted for the majority of the increases.

If station revenues per 100 popualtion are examined, both the ranking and the relative rates of growth are extremely different. Instead of following buying power and trade, revenues per 100 population again are influenced predominantly by clear channel wide-area coverage and seemingly to a lesser extent by radio advertising acceptance. On this basis Des Moines becomes the first ranking city, with Cincinnati, Spokane, Nashville, Oklahoma City, Dallas, Fort Worth, Omaha-Council Bluffs, San Antonio, and Louisville following in order.

Average Station Revenues

Average station revenues for the period 1937-1940 are presented in Table IX. Clear-channel 50 kw. unlimited time stations' average revenues increased 6.0% as compared to 1937 after a decline of 11.5% during the recession of 1938. The average revenues of 50-kw. part-time stations, of which there were four, rose 9.8% above the 1937 level, with but a 5.0% drop in 1938.

Unlimited time clear-channel stations in the 5 to 25 kw. group experienced a 4.2% drop in average revenues in 1938, but since then average revenues have risen 25.5%. The number of these stations has increased from 9 to 18 due to the moving up of a number of regional stations into this category. Part-time clear-channel stations of 5 to 25 kw. power (three stations) experienced a 25.5% increase in

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[3] It has been necessary to use 1939 as the final year insofar as the late receipt of detailed 1940 figures made complete analysis impossible by time of publication; while 1937 has been necessary as the starting point because of the fact that comparable data were not available for 1935.

Table VI
RADIO ADVERTISING
In Leading American Markets
(Total Station Revenues)

Market	1937 (000s)	1937 Rank	1939 (000s)	1939 % Change 1937	1939 Rank	1940 (000s)	1940 % Change 1939	1940 Rank
New York-Northeast New Jersey	$8,657	1	$8,850	+2.2	1	$10,692	+20.8	1
Chicago	5,674	2	6,165	+8.6	2	7,004	+13.6	2
Cincinnati	4,003	3	3,412	−17.0	4	3,829	+12.2	5
Detroit	3,020	4	3,304	+9.5	5	3,944	+19.4	4
Los Angeles	2,828	5	4,034	+39.0	3	4,110	+1.9	3
Philadelphia	2,470	6	2,580	+4.4	6	2,985	+15.7	6
Boston	2,244	7	2,163	−3.6	8	2,607	+20.5	7
St. Louis	2,043	8	2,169	+6.1	7	2,492	+14.9	8
Pittsburgh	1,917	9	2,127	+10.9	9	2,416	+13.6	9
Minneapolis-St. Paul	1,651	10	1,734	+4.9	10	1,966	+13.4	11
Cleveland	1,605	11	1,688	+5.1	11	2,037	+20.7	10
San Francisco-Oakland	1,593	12	1,674	+5.0	12	1,909	+14.0	12
Baltimore	1,246	13	1,282	+2.9	14	1,530	+19.3	14
Kansas City, Mo.-Kan.	1,201	14	1,312	+9.2	13	1,533	+16.8	13
Buffalo	1,153	15	1,137	−1.41	16	1,319	+16.0	17
Des Moines	1,104	16	1,200	+8.7	15	1,336	+11.3	16
Washington, D. C.	1,083	17	1,120	+3.4	17	1,488	+32.9	15
Albany-Schenectady-Troy	980	18	980	....	18	1,061	+8.3	21
Milwaukee	957	19	910	−4.9	21	1,042	+14.5	22
Dallas	882	20	967	+9.6	19	1,165	+20.5	18
Seattle	818	21	796	−2.7	25	942	+18.3	27
Portland, O.	817	22	896	+9.6	22	1,007	+12.4	23
Providence-Fall River-New Bedford	786	23	789	+0.3	26	772	−2.2	31
Atlanta	736	24	740	+0.5	28	949	+28.2	26
Rochester	720	25	832	+15.5	24	959	+15.3	25
Louisville	714	26	955	+33.7	20	1,077	+12.8	19
Houston	666	27	780	+17.0	27	975	+25.0	24
Oklahoma City	655	28	697	+6.2	32	768	+10.2	32
San Antonio	652	29	730	+12.0	29	847	+16.0	30
Nashville	637	30	714	+12.0	30	876	+22.7	28
Omaha-Council Bluffs	627	31	703	+12.0	31	869	+23.6	29
New Orleans	619	32	846	+36.6	23	1,063	+25.7	20
Fort Worth	498	33	455	−9.3	36	633	+39.1	34
Columbus	471	34	487	+3.4	35	564	+15.8	35
Memphis	468	35	539	+15.1	33	707	+31.2	33
Spokane	466	36	493	+5.5	34	535	+8.5	37
Birmingham	299	37	451	+50.6	37	562	+24.6	36

Table VII
Broadcast Revenues per 100 Population in Leading Markets, 1937-1940

Market	1937 Revenues	1937 Rank	1939 Revenues	1939 Rank	1940 Revenues	1940 Rank
Des Moines	600.00	1	652.20	1	726.10	1
Cincinnati	507.20	2	432.40	2	485.10	2
Spokane	330.50	3	349.60	3	378.40	3
Oklahoma City	296.40	4	315.40	4	347.20	5
Nashville	263.20	5	295.00	5	362.30	4
Fort Worth	239.40	6	218.80	12	304.80	7
Dallas	234.00	7	256.50	6	309.40	6
Albany-Troy-Schenectady	226.90	8	226.90	9	245.80	12
Omaha-Council Bluffs	217.70	9	244.10	7	302.10	8
San Antonio	204.40	10	228.80	8	265.50	9
Portland, Ore.	201.20	11	220.70	10	247.80	11
Kansas City	189.40	12	206.90	13	241.80	13
Minneapolis-St. Paul	181.20	13	190.30	15	215.80	15
Seattle	180.60	14	175.70	16	208.10	18
Rochester	174.80	15	201.90	14	232.80	14
Atlanta	166.50	16	167.40	17	214.60	16
Louisville	164.50	17	220.00	11	247.90	10
St. Louis	149.30	18	158.60	19	182.20	21
Memphis	141.00	19	162.30	18	212.60	17
Buffalo	134.30	20	132.50	27	153.80	27
Cleveland	132.10	21	138.90	23-24	167.70	23
Detroit	131.50	22	143.90	22	171.80	22
Houston	130.60	23	152.90	21	191.00	20
Columbus	128.70	24	133.10	26	154.20	26
Chicago	126.10	25	134.80	25	155.70	25
Milwaukee	121.10	26	115.20	31	131.80	32
Washington	119.30	27	123.30	28	163.90	24
Baltimore	119.00	28	122.40	29	146.20	28
New Orleans	114.60	29	156.70	20	196.90	19
San Francisco	111.60	30	117.10	30	133.60	31
Los Angeles	97.30	31	138.90	23-24	141.50	29
Pittsburgh	96.10	32	106.70	32	121.20	33
Boston	95.40	33	92.00	34	110.90	34
Philadelphia	85.20	34	89.00	35	103.00	36
Providence-Fall River-New Bedford	79.90	35	80.20	36	108.50	35
New York	74.00	36	75.70	37	91.50	37
Birmingham	73.30	37	110.50	32	137.80	30

The 1940 population of the metropolitan district has been used as the base for all computations.

Table VIII
AVERAGE BROADCAST REVENUES BY CLASS OF STATION, 1937 - 1940

Class of Station	Affiliated with major networks 1937	1938	1939	1940	Not affiliated 1937	1938	1939	1940	Total 1937	1938	1939	1940
CLEAR CHANNEL												
50 kw. unlimited	$837,769	$752,384	$819,853	$888,502	....	....	....	....	$837,769	$752,384	$819,853	$888,502
50 kw. part-time	459,451	437,248	439,559	505,385	....	....	....	....	459,451	437,248	439,559	505,385
5-25 kw. unlimited	275,163	210,135	238,881	263,603	....	....	....	....	275,163	210,135	238,881	256,723
5-25 kw. part-time	142,226	132,301	125,479	183,759	....	....	....	....	142,226	132,301	125,479	183,759
REGIONAL												
Unlimited	187,356	175,821	188,211	212,298	85,670	134,278	138,825	137,669	175,731	170,099	182,225	204,315
Limited and day	83,117	84,224	78,577	83,384	52,688	66,646	72,952	66,989	56,020	70,592	74,358	70,860
Part-time	105,551	101,747	121,780	88,259	82,344	117,030	135,284	124,589	91,964	109,105	128,532	106,424
LOCAL												
Unlimited	53,613	57,649	57,769	56,055	35,120	52,265	54,087	32,925	41,711	54,875	56,229	43,844
Day and part-time	33,305	34,387	37,299	30,895	22,454	39,352	48,182	28,051	26,521	38,466	45,280	28,443

average revenues from 1937 to 1940. Since all clear-channel stations are affiliated with major networks no breakdown on this basis is necessary.

In the regional station category, the average revenues of unlimited time regional stations *affiliated with major networks* increased 13.3% during the period 1937-1940 after a drop of 6.7% during the 1938 recession. *Non-affiliated* unlimited time regional stations fared even better in that their average revenues grew steadily and in 1940 were 60.6% above the 1937 level. The marked growth in national non-network advertising has been the principal factor responsible for the strong showing of this station group. During the period 1937-1940 network affiliated unlimited time regional stations increased from 158 to 189 while the number of non-affiliated stations declined from 31 to 23.

Since the regional station group economically represents the backbone of the American broadcasting structure, a few additional comments are desirable concerning its experience during the period under consideration. The most important development during the period undoubtedly has been the spread of an increasing portion of total business to non-affiliated regional stations.

This has occurred with regard to both national spot and local business and seems to be due to a number of reasons. The growth of network business has placed a serious strain upon the time available on affiliated stations with a consequent spreading of national and regional non-network and local business among the non-affiliated stations of this class.

In addition there has been a wider use of radio advertising in secondary markets in which a considerable number of non-affiliated regionals are located; a tendency which has been given further impetus by improved station operation.

Because of these developments, the disparity between the average revenues of regional stations affiliated with major networks and non-affiliated stations has been decreasing with some non-affiliated categories actually showing higher average revenues than the corresponding affiliated group. The tendency toward a spreading of the radio advertising dollar evident during the 1937-1940 period represents a healthy trend toward a broadened base of economic support for the radio industry as a whole.

Once more the non-affiliated stations experienced a greater increase in average revenues than did the affiliated group. In the instance of unlimited time local stations there was a rise of 54.1% between 1937 and 1939 and in the case of part-time and daytime stations an increase of 114.1% during the same period. However, average revenues decreased 39.0% and 41.8% respectively for the two groups from 1939 to 1940. Two factors seem to have been largely responsible for the drop: (1) the moving up of a number of the local stations in better markets into the regional category and (2) the drag on average revenues exerted by the establishment of a large number of local stations in secondary markets of minor importance and with highly limited economic potentialities.

Average Revenues

Wide-area coverage combined with strategic market location in 1940 resulted in average revenues for 50 kw. unlimited time clear-channel stations of $888,502; about four times the average for unlimited time regional stations. Location in major markets and market coverage enabled unlimited time regional stations to secure average revenues about four times greater than those of unlimited time local stations—$212,298 as compared to $56,065.

Average revenues of unlimted time regional stations affiliated with major networks were 54.1% greater than those of non-affiliated stations, due principally to the location of the former group in major markets. Network affiliated regional limited and daytime stations' average revenues were 24.4% greater than those of corresponding non-affiliated stations. On the other hand non-affiliated regional part-time stations experienced larger average revenues than those of affiliated stations.

It must be remembered that over 60% of these stations are in markets of 250,000 population and over. These stations operate at sufficiently attractive hours to enable them to secure national spot and local business which network affiliated stations cannot accomodate or for which the wide area coverage of clear channel stations in these larger markets is not adapted.

In the local category, network affiliated unlimited stations in 1940 secured average revenues 70.3% greater than non-affiliated stations, again mainly due to market location and the prestige value of affiliation. There was but a 10.4% difference between network and non-network local day and part-time stations.

Evidence seems to point once more to the gradual spread of the broadcasting business over an increasing number of stations. This is indicated by the percentage of growth in average revenues for various FCC categories of stations from 1937 to 1940. These percentages are as follows:

50 kw clear-channel unl.	6.0%
50 kw clear-channel part & ltd.	9.8%
5-25 kw clear-channel unl.	5.2%
5-25 kw clear-channel part-time	25.5%
Regional unlimited	16.1%
Regional limited and daytime	26.5%
Regional part-time	15.6%
Local unlimited time	5.1%
Local part-time and day	7.3%

It should be remembered that the growth in the local categories has been accomplished in spite of the

Table IX
PROPORTION OF TIME SALES
Represented by Network, National Non-network, and Local Advertising, 1937-40[1]

	1937			1938			1939			1940		
	Network %	Non-network %	Local %	Network %	Non-network %	Local %	Network %	Non-network %	Local %	Network %	Non-network %	Local %
Affiliated with major networks												
Clear channel												
50 kw. unlimited	38.4	40.7	20.9	37.4	48.8	13.8	37.6	47.0	15.4	37.3	47.3	15.4
50 kw. part-time and limited	28.0	61.9	10.1	20.7	58.7	20.6	23.8	65.6	10.6	24.2	66.8	9.0
5-25 kw. unlimited	38.8	33.1	29.1	31.1	40.4	28.5	33.1	35.1	31.8	32.2	36.5	31.3
5-25 kw. part-time and limited	16.9	35.2	47.9	8.9	49.3	41.8	10.6	53.5	35.9	15.1	51.8	33.1
Regional												
Unlimited	31.9	26.1	42.0	29.8	30.1	40.1	30.8	29.2	40.0	30.3	30.1	39.6
Limited and day	8.6	30.7	60.7	2.6	25.0	72.4	7.4	18.4	74.2	7.6	21.8	70.6
Part-time	21.7	27.0	51.3	26.5	28.7	45.3	30.9	30.8	38.3	21.9	34.5	43.6
Local												
Unlimited	16.6	12.4	71.0	11.0	16.4	72.6	11.5	13.4	77.1	13.5	15.5	71.0
Day and part-time	27.5	5.8	66.7	17.9	5.8	76.3	10.9	12.9	78.2	20.9	15.7	63.4
Not affiliated with major networks												
Regional												
Unlimited	5.6	20.2	79.8	2.8	41.7	54.5	8.9	31.7	59.4	1.3	36.9	61.8
Limited and day	3.2	19.2	77.6	0.6	7.1	92.3	2.5	30.0	67.5	....	31.9	68.1
Part-time	1.6	14.8	83.6	....	29.7	70.3	....	24.1	75.9	....	25.4	74.6
Local												
Unlimited	1.6	8.4	90.0	3.4	17.0	79.6	3.0	11.7	85.3	0.9	15.5	83.6
Day and part-time	1.2	6.3	92.5	2.0	8.6	89.4	....	6.6	93.4	0.2	7.4	92.4
Total												
Clear channel												
50 kw. unlimited	38.4	40.7	20.9	37.4	48.8	13.8	37.6	47.0	15.4	37.3	47.3	15.4
50 kw. part-time and limited	28.0	61.9	10.1	20.7	58.7	20.6	23.8	65.6	10.6	24.2	66.8	9.0
5-25 kw. unlimited	38.8	33.1	28.1	31.1	40.4	28.5	33.1	35.1	31.8	30.2	37.8	32.0
5-25 kw. part-time and limited	16.9	35.2	47.9	8.9	49.3	41.8	10.6	53.5	35.9	15.1	51.8	33.1
Regional												
Unlimited	29.3	25.1	45.6	26.0	29.8	44.2	28.4	29.6	42.0	28.3	30.6	41.1
Limited and day	2.0	21.8	76.2	1.1	28.2	70.7	2.1	26.8	71.1	2.3	28.9	68.8
Part-time	10.0	17.4	72.6	12.5	29.5	58.0	16.6	31.1	52.3	9.0	29.2	61.8
Local												
Unlimited	7.6	10.0	82.4	5.7	16.1	78.2	7.0	12.7	80.3	9.1	15.5	75.4
Part-time and day	3.3	5.4	91.3	4.6	8.0	87.4	2.5	8.0	89.5	3.7	8.8	87.5

[1] For stations with revenues of $25,000 and over

One of America's greatest local programs

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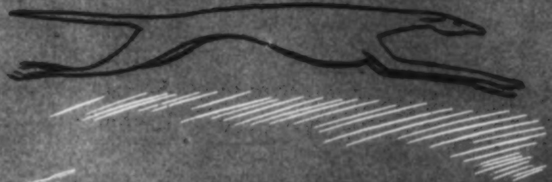
★ ★ ★

The 920 CLUB



WORL

BOSTON, MASS

downward pull on average revenues caused by the establishment of large numbers of local stations in small towns with highly limited advertising potentialities.

Time Sales by Types

Further light is shed on trends in station business by an examination of the proportion of total time sales of different classes of stations represented by network, national spot and local business. Details on this point are presented in Table IX.

Revenues by City Size

The trend in average revenues for different classes of stations by the size of metropolitan district of city in which located is presented in Table X.

Market buying power and station market coverage are clearly revealed in Table X to be the principal determinants of the size of station revenues. For example, the average revenues of regional unlimited time stations in metropolitan districts of 1,000,000 and over in 1940 were $400,317 as compared to average revenues of $543,403 for 50 kw. clear-channel stations in metropolitan districts of between 100,000 and 250,000 population (the smallest city size group with stations of this class) and average revenues of $339,366 for 50 kw. part-time stations in the same city size group.

It also is interesting to note that there is little difference between the average revenues of unlimited time local stations and those of regional part-time and limited or daytime stations until cities under 25,000 population are reached, when the coverage of adjoining rural areas possessed by the regional stations begins to assert itself and to result in higher average revenues.

Trends in average revenues by class of station and size of community are of particular interest. Average revenues of 50 kw. clear-channel unlimited time stations in communities of 1,000,000 and over increased 21.3% from 1937 to 1940, while those of corresponding stations in cities of 250,000 to 1,000,000 decreased 8.2%.

There were fair-sized gains on the part of 50 kw. clear-channel part-time stations in all city sizes. Average revenues of regional unlimited time stations in cities of 1,000,000 and over rose 23.5% from 1937 to 1940; those in cities of from 250,000 to 1,000,000 changed but little; those in cities of from 100,000 to 250,000 rose 16.3%; while even greater gains were registered in communities of smaller size.

Station Operating Income

As indicated in Table XI, which presents the ratio of net operating income to total broadcast revenues, 50 kw. clear-channel unlimited time stations are the most profitable units of the broadcasting medium. Wide-area coverage, location in strategic markets, program and promotional resources and general popularity are among the factors which cause them to be so profitable as a group.

There is little difference in the profitability of 5-25 kw. clear-channel and unlimited time regional stations, the ratio of net operating income to total revenues being 22.0% for the former group and 24.6% for the latter. Location in generally similar markets as to size and buying power probably is the explanation of this situation. The earnings of local stations and of regional limited and daytime stations are comparatively low, due principally to their relatively greater degree of concentration in secondary markets of restricted importance to advertisers.

All categories of stations affiliated with major networks are more profitable than corresponding categories of non-affiliated stations. In this respect it is important to bear in mind that more than 85% of unlimited time regional stations, 40% of other regional categories and nearly 60% of local unlimited time stations are affiliated with major networks at the present time.

Since affiliated stations tend for the most part to be situated in the larger and more profitable markets, the greater profitability of the affiliated group undoubtedly is due more to this factor than to major network affiliation. A partial confirmation of this conclusion is to be found in the earning ratios of affiliated and non-affiliated regional limited and daytime stations and regional part-time stations.

The great majority of these stations are situated in generally similar markets, irrespective of network affiliation; and seemingly in consequence of this fact, the earning ratios of affiliated regional limited and day stations are 7.59% as compared to 7.12% for the non-affiliated group while the ratios for regional part-time stations are 17.74% and 11.92% respectively.

Table XI
Ratio of Net Operating Income to Total Broadcast Revenues, 1937-1940[1]

PER CENT NET INCOME TO TOTAL BROADCAST REVENUES

Class of Station	1937 %	1938 %	1939 %	1940 %
Affiliated with major networks				
Clear channel				
50 kw. unlimited	53.24	32.77	34.65	33.66
50 kw. part-time and limited	40.60	21.96	22.83	27.77
5-25 kw. unlimited	56.92	14.72	17.09	22.04
5-25 kw. part-time and limited	13.30	10.19	14.24	26.67
Regional				
Unlimited	24.00	19.16	19.49	24.57
Limited and day	−1.13	2.69	5.45	7.59
Part-time	20.14	16.33	18.53	17.74
Local				
Unlimited	10.16	6.72	8.57	12.67
Part-time and day	9.67	2.99	11.10	19.80
Not affiliated with major networks				
Regional				
Unlimited	−7.99	−4.71	−0.77	2.65
Limited and day time	−0.34	−2.20	3.16	7.12
Part-time	7.81	3.40	4.25	11.92
Local				
Unlimited	6.47	0.15	1.98	5.57
Part-time and day	5.23	1.31	4.70	2.51
Total				
Clear channel				
50 kw. unlimited	53.24	32.77	34.65	33.66
50 kw. part-time and limited	40.60	21.96	22.83	27.77
5-25 kw. unlimited	56.92	14.72	17.09	20.82
5-25 kw. part-time and limited	13.30	10.19	14.24	26.67
Regional				
Unlimited	25.48	16.34	17.57	22.99
Limited and day	−1.08	−2.38	3.78	7.25
Part-time	15.36	9.91	11.01	14.33
Local				
Unlimited	8.01	3.29	5.59	9.85
Day and part-time	−4.76	1.56	5.63	5.10

[1] Before deduction of Federal taxes.

Table X
AVERAGE STATION BROADCAST REVENUES
By Size of City, 1937-40

Class of Station	City Size[1] 1,000,000 and Over	250,000-1,000,000	100,000-250,000	50,000-100,000	25,000-50,000	10,000-25,000	Under 10,000
CLEAR CHANNEL							
50 kw. unlimited							
1937	$936,240	$808,787	$542,952	$274,382	....	....	....
1939	1,026,035	668,264	519,863	539,970	....	....	....
1940	1,136,839	742.132	543,403	....	....	....	....
50 kw. part-time							
1937	337,821 [2]	261,194 [2]	239,241 [2]	....	....	....	....
1939	498,714	478,803	282,006	....	....	....	....
1940	578,447	525,279	339,366	....	....	....	....
5-25 kw. unlimited							
1937	[3]	[3]	[3]	....	....	....	....
1939	330,467	275,860	185,711	213,086	130,795	....	....
1940	341,013	230,394	196,963	320,647	158,138	....	....
5-25 kw. part-time							
1937	[3]	[3]	[3]	....	....	....	....
1939	65,949	....	175,799	....	....	34,050	....
1940	....	....	255,843	....	....	39,591	....
REGIONAL							
Unlimited							
1937	323,650	232,607	154,000	106,650	68,243	56,585	47,592
1939	324,207	226,244	153,284	109,672	75,881	62,015	72,193
1940	400,317	252,140	156,212	124,460	81,223	62,502	92,335
Limited and day							
1937	128,922	81,083	53,883	84,085 [4]	....	32,501	50,451
1939	180,341	151,419	69,401	37,412	....	33,305	44,451
1940	124,948	76,562	55,168	98,916	51,686	33,678	29,205
Part-time							
1937	94,665	71,745	48,800	[4]	53,694	21,629	27,152
1939	115,995	73,657	62,214	78,649	48,952	43,476	36,261
1940	143,982	83,076	70,280	272,068	....	40,009	22,940
LOCAL							
Unlimited							
1937	100,574	75,600	52,024	55,747 [5]	34,667	26,840	14,765
1939	99,133	78,606	63,432	54,053	43,492	41,012	40,419
1940	111,932	94,885	64,260	48,198	43,169	25,975	17,624
Day and part-time							
1937	28,432	51,336 25,844	41,630	[5]	20,790 29,122	15,120 20,706	13,198 12,067
1939	48,169	61,572	33,364	....	46,389	33,642	27,199
1940	36,003	38,166	34,286	....	25,903	25,879	10,032
TOTAL							
1937	294,000	213,980	128,110	94,020	46,830	27,605	22,941
1939	350,155	227,879	136,455	100,225	56,930	44,849	49,385
1940	366,003	237,248	133,175	92,546	53,431	31,438	26,653

[1] Metropolitan district population has been used by the FCC in classifying communities with 100,000 population and over.
[2] Includes all clear channel stations other than 50 kw. unlimited.
[3] Combined with 50 kw. part-time.
[4] Combined with day and part-time.
[5] Combined with day.

Table XII
PERCENTAGE OF OPERATING EXPENSE
Represented by Different Major Expense Categories, 1937-40

	Class of Station										
	Clear channel										
	50 kw. and over		5-25 kw.		Regional			Local			
	Unl. %	Part-time %	Unl. %	Part-time %	Unl. %	Ltd. & day %	Part-time %	Unl. %	Day %	Part-time %	Total %
Expense category											
Technical											
1937	19.09	20.01	14.37	18.80	17.64	17.14	17.29	15.67	17.60	18.71	17.80
1938	23.21	13.82	23.43	20.89	18.29	18.46	17.59	17.33	18.64		19.55
1939	19.71	15.42	19.68	18.60	15.52	15.48	15.59	15.24	18.41		16.84
1940	18.42	13.65	18.59	16.48	15.19	15.59	13.91	14.85	17.71		16.14
Program											
1937	43.24	43.28	39.03	29.39	32.01	32.04	29.54	27.40	27.00	28.69	34.70
1938	47.54	50.94	38.61	36.48	41.24	41.72	41.27	37.17	36.83		42.42
1939	41.73	45.09	35.43	34.97	35.97	35.08	32.92	33.20	32.03		37.04
1940	44.41	45.10	35.59	38.69	35.58	33.49	32.74	32.93	35.02		37.45
Sales and Advertising											
1937	8.91	9.67	8.78	13.24	9.06	9.09	8.53	8.77	4.33	7.48	9.01
1938	10.00	9.42	14.65	14.98	13.74	14.32	14.06	16.54	18.63		13.18
1939	9.84	10.59	11.68	12.95	13.32	16.04	16.03	14.96	19.06		12.80
1940	10.17	11.16	12.17	9.30	14.04	16.18	18.25	15.89	16.86		13.40
General and Administrative											
1937	28.76	27.04	37.82	38.56	41.29	41.72	44.63	48.16	51.07	45.11	38.49
1938	19.24	25.83	27.56	27.65	26.68	25.50	27.09	28.97	25.90		24.84
1939	28.72	28.89	33.21	33.47	35.19	33.40	35.47	36.60	30.50		33.32
1940	27.00	30.09	33.65	35.53	35.19	34.74	35.10	36.33	30.41		33.01
Total for Each Year	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

The ratio of net operating income to total broadcast revenues of clear-channel stations has declined materially during the period 1937-1940, due probably to increasing costs in various categories of expense. On the other hand, the net operating income - total revenue ratios of regional and local unlimited time stations affiliated with major networks have either remained constant during the period or else have increased slightly. While the earnings of non-affiliated regional and local stations have been smaller than those of the affiliated group, they nevertheless have shown a healthy upward tendency.

Trends in Station Expense

Data concerning trends in various categories of station expense are given in Table XII while a functional breakdown of weekly station payrolls is presented in Table XIII.

It is evident from Table XII that technical expense is a fairly constant portion of station budgets, ranging from approximately 19% in the case of clear-channel stations to 15% for the regional group and 16 to 17% for local stations. The ratio of program to total expense is heaviest on clear-channel stations where it represents about 45% of total costs of operation; and ranges between 33 and 35% of total costs for all other classes of stations. In recent years there has been some tendency for the ratios of program to total expense of regional and local stations to approximate each other more closely.

The percentage of total expense represented by sales, advertising and promotional expense increases as the size of the station decreases, due to competitive requirements and the operation of the law of decreasing returns: namely, the fact that clear-channel stations have larger unit time sales and that, in terms of expense, these sales require less than proportionate effort. Sales and promotional expense amounted to about 10% of total operating costs for 50 kw. unlimited time stations, 14% for regional unlimited time stations and 16% for local stations.

General and administrative expense shows an inverse relationship to size of stations, the percentage of total expense represented by this item increasing as the size of the station declines.

As far as trends in expense are concerned during the period 1937-1940, there has been little change in the proportion of total expense represented by technical costs. The percentage of total costs represented by program expense has remained comparatively unchanged for the clear-channel group, although there has been some increase in the case of both regional and local stations.

The percentage of total expense represented by program costs for regional unlimited time stations increased from 32.0% in 1937 to 35.6% in 1940, while the local unlimited time percentage rose from 27.4 to 32.9% during the same period. There has been a general increase in the proportion of total expense represented by sales and promotional effort, while there has been a slight downward tendency in the case of general and administrative expense.

It is interesting to note the effect of the 1938 recession upon various categories of stations expense. The ratio of technical to total expense rose slightly as compared to the preceding and following years while there was a material increase in the percentage represented by program expense.

Advertising, sales and promotional expense showed a similar upward tendency. Evidently these expense categories, and program expense in particular, represent comparatively inflexible costs. Indeed the only category in which economies seem to have been accomplished to any material degree in 1938 was that of general and administrative expense.

Table XIII
PERCENTAGE OF WEEKLY PAYROLL
By Functional Groups, 1938-40

	Class of Station										
	Clear channel										
	50 kw. and over		5-25 kw.		Regional			Local			
	Unl. %	Part-time %	Unl. %	Part-time %	Unl. %	Ltd. & day %	Part-time %	Unl. %	Day %	Part-time %	Total %
Functional Group											
Executive											
1938	11.6	10.9	22.6	22.0	22.7	26.9	24.8	30.6	35.5	25.5	19.0
1939	14.4	15.1	18.3	20.2	24.3	28.7	27.9	30.1	30.1		22.8
1940	13.4	15.8	17.0	20.8	25.4	29.1	29.3	30.7	27.6		23.2
Technical											
1938	16.2	6.8	17.5	15.6	15.6	14.5	14.1	15.8	17.0	16.0	15.9
1939	20.0	14.0	22.0	20.9	16.5	14.8	16.3	16.7	15.5		17.5
1940	20.5	12.3	21.3	18.0	17.0	14.2	12.9	17.1	17.2		17.7
Program											
1938	51.6	67.3	40.0	36.2	41.2	37.5	40.3	29.1	29.4	31.5	44.3
1939	50.6	59.5	40.4	38.5	38.3	33.6	38.9	28.1	28.2		39.8
1940	50.8	57.6	42.0	45.4	36.2	31.4	36.9	26.6	32.0		38.5
Commercial											
1938	6.5	2.9	6.4	12.3	11.1	11.4	12.8	15.8	9.5	17.3	9.5
1939	6.7	5.5	10.3	9.6	12.2	13.6	8.3	16.1	17.1		11.3
1940	6.9	5.2	11.6	8.2	12.6	16.3	13.2	16.4	14.3		11.9
General and Administrative											
1938	11.8	12.1	13.5	13.9	9.4	9.7	8.0	8.7	8.6	9.7	10.4
1939	7.4	5.6	8.9	9.2	8.0	8.8	8.4	8.5	8.6		8.0
1940	6.8	8.9	7.4	6.8	8.0	8.3	6.7	8.3	8.6		7.7
Miscellaneous											
1938	2.3	...	...	...	...	...	...	...	...	...	0.9
1939	0.9	0.3	0.1	1.6	0.8	0.5	0.1	0.6	0.4		0.7
1940	1.6	0.2	0.7	0.8	0.8	0.7	1.0	0.9	0.3		1.0
Total for Each Year	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1942

The 1942 Calendar and Promotional Guide for Retailers, from which this information was obtained, is published by the National Retail Dry Goods Assn., New York

Timely tieups for stations and sponsors are presented by the 'Retailer's Calendar and Promotional Guide for 1942' compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful in promotion and sales.
‡ Indicates event date tentative.

JANUARY

Flower—Snowdrop, Carnation; Birthstone—Garnet, Hyacinth.

1—New Year's Day; Emancipation Proclamation, 1863; Federal Job Ins. Created, 1936; Social Security effective, 1937; Paul Revere, patriot, born 1735.

2—Georgia admitted to Union, 1788.

3—29th year U. S. Postal Banks est.

4—Utah admitted to Union, 1896.

6—New Mexico joined Union 1912; Old Christmas Day (Epiphany).

7—Telephone communication New York and London, est. 1927; First national election 1789; First regularly est. bank in America, opened in Phila. 1782.

8—Battle of New Orleans, 1815 (Legal holiday in Louisiana).

9—Connecticut joined Union, 1788; First balloon ascension in America at Phila. 1793; Photography (daguerreotype) was first used, 1839.

11—Alexander Hamilton born 1757.

12—N.R.D.G.A. Convention, Jan. 12-16, New York; Tobacco Week, Jan. 12-17; John Hancock, patriot, born 1737.

13—Modern printer's ink first used in Philadelphia by Jacob Johnston, 1804.

14—First written Constitution adopted at Hartford, Conn., 1639.

15—First locomotive built, U. S., 1831.

16—18th Amendment in effect 1920 (repealed December 5, 1933).

17—Benjamin Franklin born 1706; National Thrift Week, Jan. 17-23.

18—Daniel Webster born, 1782.

19—Hollywood Ice Review in New York, Jan. 19-27; Robert E. Lee born 1807 (Legal holiday in the South); Edgar Allan Poe born 1809.

21—Thomas J. Jackson ("Stonewall Jackson") born 1824.

22—National Peanut Week, Jan. 22-31; Lord Byron, poet, born 1788.

23—In 1845 Congress scheduled national election day for Tuesday after first Monday in Nov.

24—Child Labor Day (in Synagogues); Morse exhibited telegraph, 1838; Gold discovered in Calif., 1848.

25—Child Labor Day (in Churches); Robert Burns, poet, born 1759.

26—Child Labor Day (in Schools); Michigan admitted to Union, 1837.

27—Edison pat. incand. lamp 1880; Mozart, composer, born 1756; Lewis Carroll author "Alice in Wonderland," born 1832.

29—Kansas admitted to Union, 1861.

30—Franklin D. Roosevelt (32nd President) born 1882; Annual Birthday Ball.

31—Franz Schubert born 1797.

FEBRUARY

Flower—Primrose; Birthstone—Amethyst.

1—George Washington, elected first President of U. S., 1789.

2—Notion Market Week, Feb. 2-7; National Business Show in N. Y., Feb. 2-7; Candlemas Day, also known as Groundhog Day.

3—Horace Greeley born 1811; Mendelssohn-Bartholdy born 1809.

6—Boy Scout Anniversary Week, Feb. 6-12; Massachusetts entered Union, 1788.

7—Millrose A. A. Track Meet at Madison Square Garden, N. Y.; New England Sportsmen's and Boat Show in Boston, Feb. 7-15; Long distance telephone opened New York-Chicago, 1892; Charles Dickens born 1812.

8—National Drama Week, Feb. 8-15.

9—Weather Bur. organized, 1870.

11—Dog Show, New York, Feb. 11-12; Thomas A. Edison born 1847.

12—National Defense Week, Feb. 12-22; Abraham Lincoln born 1809; Georgia Day (Holiday in Georgia).

13—Univ. of North Carolina first State University, opened, 1795.

14—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray pat. telephone, 1876.

15—Brotherhood Week, Feb. 15-22; National Cherry Week, Feb. 15-22.

17—Shrove Tuesday; Observed as Mardi Gras in Ala., Fla., La.; Suez Canal, opened, 1867.

18—Ash Wednesday, Lent begins; Phonograph pat. by Edison, 1878.

19—Ohio admitted to Union, 1803.

20—Better Speech Week, Feb. 20-26.

21—American School Administrators' Convention, Feb. 21-26; National Sew and Save Week, Feb. 21-28; National Sportsmen's Show in New York, Feb. 21-Mar. 1; New York A. C. Track Meet at Madison Square Garden.

22—George Washington born 1732 (Legal holiday all states).

23—Washington's Birthday celebrated today (Legal holiday).

FEBRUARY *(Continued)*

25—Victor Hugo born 1802; 16th Amendment adopted giving power to tax incomes, 1913.

26—15th Amendment adopted 1869; Canal Zone granted U. S. by Treaty with Panama, 1904.

27—Henry Wadsworth Longfellow born 1807.

28—Nat. A. A. U. Indoor Track and Field Championships at Madison Square Garden, New York.

MARCH

Flower—Violet; Birthstone—Jasper, Bloodstone, Aquamarine.

1—National Display Week, Mar. 1-8; Bank of Philadelphia chartered—first in U. S., 1780; Nebraska joined Union, 1867; U. S. Dept. of Education, est. by Congress, 1867.

2—Texas Independence Day.

3—International Bowling Championship, Columbus, O., Mar. 3 to Apr. 27; First U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, inventor of telephone, born 1847.

4—Bank Holiday of 1933; 103rd Anniversary of express service in United States; Penn. Day; Charter granted 1681; Vermont joined Union, 1791.

7—Intercollegiate A.A.A.A. Track and Field Championships at Madison Square Garden, N. Y.; Michigan Sportsmen's and Boat Show, in Detroit, Mar. 7-15; Luther Burbank, horticulturist, born 1849.

8—Farm Day (9th anniversary of Farm Aid Program).

9—American Toy Fair in New York, Mar. 9-21.

10—Telephone first used 1876.

11—Lease-Lend Bill signed by Pres. Roosevelt, 1941.

12—Girl Scout Anniversary Week, Mar. 12-18; Great Blizzard of 1888; General Post Office established, 1799.

14—Eli Whitney pat. cotton gin, 1794; Albert Einstein born 1879.

15—Tea Week (Hot) Mar. 15-22; Maine admitted to Union, 1820.

16—National Hobby Week, Mar. 16-21; Federal Income Tax due; Fed. Trade Commission org., 1915; International Flower Show, New York, Mar. 16-21.

17—St. Patrick's Day; Inventors' Exhibit, Houston, Tex., Mar. 17-20.

20—Spring begins for Mountain and Pacific States Zones.

21—Spring begins for Central and Eastern States Zones; Indiana Sportsmen's Show in Indianapolis, Mar. 21-29; Bach composer, born 1685.

23—Accident and Health Insurance Week, Mar. 23-28; Alaska made part of U. S., 1867.

25—Maryland Day (State holiday).

28—Baseball Week, Mar. 28 to Apr. 4; Savannah, first American steamboat to cross Atlantic, set sail from N. Y., 1819; Other dates this month. Ice carnival.

APRIL

Flower—Daisy; Birthstone—Sapphire, Diamond.

‡Tentative date indicated.

1—April Fool's Day; Conservation Week, Apr. 1-7 (in several states).

2—Passover—First Day; Holy or Maundy Thursday; First U. S. Mint, est. 1792.

3—Good Friday; Passover—Second Day.

4—Lent ends at noon; Baseball Week ends.

5—Easter Sunday.

6—Army Day; U. S. entered World War, 1917; Peary discovered North Pole, 1909.

7—‡Circus at Madison Square Garden, New York, Apr. 7 to May 4; Metropolitan Opera House, N. Y., opened 1880.

8—Ponce de Leon landed in Florida at St. Augustine, in search of the Fountain of Youth, 1513; Louisiana joined Union, 1812.

9—Passover—Last Day.

11—America's Home Week, Apr. 11-19.

12—National Wild Life Restoration Week, Apr. 12-18.

14—Pan-American Day.

16—National Hardware Week, Apr. 16-25.

19—Humane Sunday; Be-Kind-to-Animals Anniversary, Apr. 19-25; Patriot's Day (Me. and Mass.); Paul Revere's ride, 1775.

APRIL *(Continued)*

20—National Notion Week, Apr. 20-25; ‡National Garden Week, Apr. 20-25; National Foot Health Week, Apr. 20-25.

21—Spanish-American War, began 1898.

22—Birthday of J. Sterling Morton, founder of "Arbor Day."

24—Pennsylvania Relay Carnival, Apr. 24-25; First Newspaper, The Boston News letter, published 1704.

25—National Fishermen's Week, Apr. 25 to May 2.

26—Daylight Saving begins; National Better Homes Week, Apr. 26-May 2; National Baby Week, Apr. 26 to May 2; Confederate Memorial Day in Fla., Ala., Ga., and Miss.

27—Morse, inventor of telegraphy, born 1791. Audubon, naturalist, born 1780.

28—Maryland entered Union, 1788.

30—Washington inaugurated first President, 1789.

MAY

Flower—Hawthorne, Lily of the Valley; Birthstone—Agate, emerald.

1—Moving Day in many cities; May Day or Child Health Day; National Egg Week, May 1-7.

2—National Baby Week ends.

3—Amer. Science and Engineering Fair in New York, May 3-10; National Music Week, May 3-10.

4—National Restaurant Week, May 4-10.

6—Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1626.

9—National Golf Week, May 9-16.

10—Mother's Day; Raisin Week, May 10-16; Confederate Memorial Day (Ky., No. Car., So., Car.).

11—Minnesota entered Union, 1858.

12—National Hospital Day; Good Will Week, May 12-18.

14—Ascension Day. (Parochial Schools closed.)

15—‡National Cotton Week, May 15-23; Straw Hat Day, some cities; Air Mail Service, est. 1918.

16—West Coast Relays in Fresno, Calif.

17—"I Am An American Day" (Citizenship Day), designated by Congress of U. S., 1941; Nat. First Aid Week, May 17-23; Foreign Trade Week, May 17-23; First Kentucky Derby, 1875.

18—Outdoor Cleanliness Day in New York; International Good Will Day.

20—‡Buddy Poppy Week, May 20-30.

22—National Maritime Day.

23—National Tennis Week, 23-30; S. Carolina joined Union, 1788.

24—First horse-drawn railroad, opened to traffic, 1830; Empire Day in Canada; Telegraph first used, 1844.

25—Ralph Waldo Emerson, born 1803.

27—National Emergency proclaimed by Pres. Roosevelt, 1941; Golden Gate Bridge, San Francisco (world's largest suspension bridge), opened 1938.

28—Dionne Quintuplets born at Callender, Ontario, 1934.

29—Rhode Island joined Union, 1790; Wisconsin joined Union, 1848.

30—Memorial Day (except Ala., Ga., Ark., Fla., La., Miss., No. Car., So. Car. and Tex.); Confederate Memorial Day in Va.

JUNE

Flower—Rose, Honeysuckle; Birthstone—Moonstone, Pearl.

1—Kentucky entered Union 1792; Tennessee entered Union, 1796.

3—Confederate Mem. Day (La., Tenn.); Jefferson Davis born 1808 (celebrated in Ala., Ark., Fla., Ga., Miss., So. Car., Tex. and Va.)

6—Nathan Hale, patriot, born 1755.

8—National Luggage and Leather Goods Week, June 8-13.

9—John Howard Payne, author "Home Sweet Home," born 1791.

10—National Flower Shut-in Day.

12—New York City incorp. 1655.

14—Send a Child to Camp Week, June 14-20; Flag Day; Children's Day (Celebrated in Churches); Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born 1811.

15—Arkansas joined Union, 1836; Federal Income Tax, 2nd payment.

JUNE *(Continued)*

17—Bunker Hill Day in Boston.

20—Children's day (For Commercial P poses); West Virginia joined Un 1863.

21—Father's Day; Summer Begins; N Hampshire joined Union, 1788.

22—National Swim-for-Health Week, J 22-27.

23—C. L. Sholes pat. typewriter, 18

25—Virginia admitted to Union, 1788.

26—American troops landed in Fra 1917.

27—International Association of Di Men's Convention in St. Louis, J 27-July 3.

28—National Education Assn. Conv., J 28-July 2; Tea Week, June 28-July

JULY

Flower—Water Lily, Sweet Pea; Bir stone—Onyx, Ruby.

1—Camp season opens about now; Do ion Day in Canada.

3—Idaho admitted to Union, 1890.

4—Independence Day; First road test auto, 1894; Nathaniel Hawthorne b 1804; First Rodeo held in America Prescott, Ariz., 1888.

7—Air mail service—New York to Ca fornia—established 1929.

10—Howard Hughes started (at Brooklyn fastest round-the-world flight, 1938.

11—John Quincy Adams born 1767; T Borough Bridge, New York, ope 1936.

14—Bastille Day—first celebrated in U in 1914; First World's Fair in U.S. 1853.

15—St. Swithin's Day.

16—District of Columbia est., 1790.

18—United States—Canada St. Lawr Treaty, 1932.

24—Pioneer Day in Utah.

25—Occupation Day in Puerto Rico.

28—Beginning of World War, 1914.

AUGUST

Flower—Poppy, Gladiola; Birthstone—Ca nelian, Sardonyx, Peridot.

1—Colorado joined Union, 1876.

3—Germany declared war on England a France, 1914.

4—Percy Bysshe Shelly born 1792.

5—First cable message between Ameri and Europe, 1858.

6—Alfred Lord Tennyson born 1809.

9—Roosevelt-Churchill Meeting at S Aug. 9-12, 1941; First steam locomoti train operated, 1831; Francis Scott K born 1780.

10—Missouri admitted to Union, 1821.

12—Sewing machine patents granted J. N. Singer and A. B. Wilson, 18

13—Occupation Day in Philippines.

15—Feast of Assumption; Holy Day; Pa ama Canal opened, 1914 (Traffic b gan July 12, 1920); Sir Walter Sc born 1771.

16—Battle of Bennington (cel. in Ve mont).

17—Fulton's first steamboat made tr New York to Albany, 1807.

18—Virginia Dare, first child of Engli parents born in America at Roanok Island, 1587; Thousand Islands Inter national Bridge between United Stat and Canada opened 1938.

19—National Aviation Day.

22—Red Cross established in Geneva, 1864; Oliver Wendell Holmes born 1809.

26—Woman Suffrage—19th Amendment 1920.

27—First petroleum well opened, Tit ville, Pa., 1859.

30—Germany declared war on Pola 1939.

SEPTEMBER

Flower—Morning Glory, Aster; Birthsto Chrysolite, Sapphire.

Colleges open end of this month

1—Germany invaded Poland, 1939; Fir air express service, 1927.

2—Treasury Dept. created, 1789.

3—England and France entered into st of war against Germany, 1939.

4—Henry Hudson in "Half Moon," di covered Manhattan, 1609.

5—First Continental Congress opened i Philadelphia, 1774.

6—Labor Sunday; Lafayette Day (La fayette born 1757); Also celebration Battle of Marne, 1914.

7—Labor Day, est. 1884; Boulder Da in operation 1936.

(Continued on page 57)

XUM

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ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1942

With All Available Dates and Names and Addresses of Sponsors

Further information on any activity, or later data on any dates marked Tentative (‡), will be supplied upon request by the Sales Promotion Division of the National Retail Dry Goods Association, 101 West 31st St., New York, through whose courtesy this index is published, or by the sponsors.

EVENT	DATE	SPONSOR
Accident and Health Ins. Week	Mar. 23-28	Accident and Health Ins. Week Committee, 176 West Adams St., Chicago, Ill.
All Saints' Day	Nov. 1	Holy Day
American Education Week (or Open School Week)	Nov. 9-14	National Education Assoc. of U.S., 1201-16th St., N.W., Wash., D. C.
America's Home Week	Apr. 11-9	Home Furnishings Industry Com. 666 Lake Shore Dr., Chicago, Ill.
American Indian Day	Sept. 27	Indian Confederation of America, Dr. A. Cummings, 150 West 64th St., N. Y.
Am. Inst. and Engineering Fair, New York (formerly Children's Science Fair)	May 3-10	The American Institute of the City of N. Y., 310 Fifth Ave., N. Y.
American Legion Convention, New Orleans	Sept. 21-24	
American Red Cross	Organized 1881 Chartered 1905	
American Toy Fair in N. Y.	Mar. 9-21	Toy Manufacturers' Association, 200 Fifth Ave., N. Y.
Apple Week, National	‡Oct. 24-31	International Apple Association, 1108 Mercantile Bldg., Rochester, N. Y.
April Fool's Day	April 1	
Arbor Day	Various	See World Almanac or write, U. S. Dept. of Agriculture
Armistice Day	Nov. 11	
Army Day	April 6	Military Order of World War 1518 K St., N.W., Washington, D. C.
Art Week, American	Nov. 2-8	Am. Artists' Professional League, Mrs. Topping Green, Long Branch, N. J.
Art Week, National	‡Nov. 16-22	Presidential Proclamation
Ascension Day	May 14	Holy Day
Ash Wednesday (Beginning of Lent)	Feb. 18	Holy Day
Assumption, Feast of	Aug. 15	Holy Day
Author's Day, National	Nov. 1	Mrs. Nellie V. Burt McPherson Bement, Ill.
Autumn Begins	Sept. 23	
Aviation Day, National	Aug. 19	Presidential Proclamation
Aviation Day, Pan-American	Dec. 17	Presidential Proclamation
Baby Week, National	Apr. 26-May 2	Ernshaw Publications, Inc., 71 West 35th St., N Y.
Baseball Week, National	Mar. 28-Apr. 4	Sporting Goods Dealer, St. Louis, Mo.
Basketball Season Opens	‡November	
Be Kind to Animals Anniver.	April 19-25	American Humane Association, 135 Wash. Ave., Albany, N. Y.
Better American Speech Week	Feb. 20-26	
Better Homes Week, National	Apr. 26-May 2	Purdue Research Foundation, Lafayette, Ind.
Better Parenthood Week	Oct. 26-Nov. 1	The Parents' Magazine, 52 Vanderbilt Ave., N. Y.
Bible Week	Dec. 6-12	The Laymen's National Committee, 112 Park Ave., N. Y.
Bill of Rights Day	Dec. 15	Designated by Congress
Bill of Rights Week, National	‡Dec. 8-15	Citizenship Educational Service, 122 East 42nd St, N. Y.
Book Week	‡Nov. 1-7	Book Week Committee, 62 West 45th St., N. Y.
Bowling Championship, International, in Columbus, Ohio	Mar. 3-Apr. 27	American Bowling Congress, Home Bank Bldg., Milwaukee, Wis.
Boy Scout Anniversary Week	Feb. 6-12	Boy Scouts of America, 2 Park Ave., N. Y.
Bridge Championship (Summer Session)	‡August	American Contract Bridge League, 35 West 33rd St., N. Y.
Bridge Championship (Fall Session)	‡November	American Contract Bridge League, 35 West 33rd St., N. Y.
Bridge Olympics, World	‡April	American Contract Bridge League, 35 West 33rd St., N. Y.
Brotherhood Week	Feb. 15-22	Nat'l Con. of Christians & Jews, 300 Fourth Ave., N. Y.
Buddy Poppy Week	May 20-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Business Show, National, in New York	Feb. 3-8	National Business Show Co., 50 Church St., N. Y.
Business Women's Week	‡Oct. 4-10	Nat. Fed. of Business and Professional Women's Clubs, Inc., 1819 Broadway, N. Y.
Camp Season	Opens July 1	
Camp Week, Send a Child to	‡June 14-20	Children's Welfare Fed. of N. Y. C., 435 Ninth Ave., N. Y.
Camps for Girl Scouts (Summer)	Open July 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Camps for Girl Scouts (Winter)	Open Dec. 1-Mar. 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Canadian Thanksgiving Day	Oct. 9	
Candlemas or Ground Hog Day	Feb. 2	
Candy Week	Oct. 11-17	Nat. Confectioners Assn., of the U. S. Inc., 224 S. Michigan Ave., Chicago, Ill
Channukah (1st day)	Dec. 4	Holy Day
Channukah (last day)	Dec. 11	Holy Day
Cherry Week, National	Feb. 15-22	National Cherry Week Committee, Fremont, Mich.
Child Health Day or May Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.
Child Labor Day (in Synagogues)	Jan. 24	Nat. Child Labor Day Committee, 419 Fourth Ave., N. Y.
Child Labor Day (in Churches)	Jan. 25	Nat. Child Labor Day Committee 419 Fourth Ave., N. Y.
Child Labor Day (in Schools)	Jan. 26	Nat. Child Labor Day Committee 419 Fourth Ave., N. Y.
Children's Day (in Churches)	June 14	Board of Domestic Missions, 25 East 22nd St., N. Y
Children's Day (Commercial)	June 20	Board of Domestic Missions, 25 East 22nd St., N. Y
Christmas Day	Dec. 25	
Christmas Seal Campaign, National	Nov. 26-Dec. 25	New York Tuberculosis Assn. 386 Fourth Ave., N. Y.
Circus in New York	‡Apr. 7-May 4	Ringling Bros., Barnum & Bailey, Sarasota, Florida.
Citizenship Day (or "I Am An American" Day)	May 17	Designated by Congress
Coffee Week (Iced)	‡July	Pan-American Coffee Bureau, 120 Wall St., N. Y.
Columbus Day	Oct. 12	
Conservation Week	Apr. 1-7	National Life Conservation Society, 2239 Tiebout Ave., N. Y.
Constitution Day	Sept. 17	
Constitution Week	Sept. 14-19	Constitution Education Association 28 E. Jackson Blvd., Chicago, Ill
Cotton Week, National	‡May 15-23	Cotton Textile Institute, 320 Broadway, N. Y.
Day of Atonement (Yom Kippur)	Sept. 21	Holy Day
Daylight Saving Time begins	Apr. 26	
Daylight Saving Time ends	Sept. 27	
Decoration Day (Memorial Day)	May 30	
Defense Week, National	Feb. 12-22	Reserve Officers Assoc. of U. S. 1653 Penn. Ave., Wash., D. C
Demonstration, National Retail	‡Sept. 14-19	National Retail Dry Goods Assoc. 101 West 31st St., N. Y.
Display Week, National	Mar. 1-8	International Assoc. of Display Men, Eve. Star Bldg., Wash., D. C
Dog Show, New York	Feb. 11-12	Westminster Kennel Club, 590 Madison Ave., N. Y.
Dog Week, National	Sept. 20-26	Nat. Dog Week Committee, 3323 Michigan Blvd., Chicago, Ill
Donut Week, National	‡Oct. 25-30	Nat. Donut Week Committee, 393 Seventh Ave., N. Y.
Drama Week, National	Feb. 8-15	Drama League—c/o Mrs. Samuel Newton, 150 E. 72nd St., N. Y
Easter Sunday	Apr. 5	
Egg Week, National	May 1-7	National Poultry Council, East Greenwich, R. I.
Election Day	Nov. 3	
Fall begins	Sept. 23	
Farm Day	Mar. 8	
Father's Day	June 21	Father's Day Committee, 9 East 41st St., N. Y.
Father and Son Week	Nov. 9-15	Intern'l Council of Relig. Edu., 20 N. Wabash Ave., Chicago, Ill
Feast of Lots (Purim)	Mar. 3	Holy Day
Feast of Tabernacles (Succoth) 1st day	Sept. 26	Holy Day
Feast of Tabernacles (Succoth) 8th day	Oct. 1	Holy Day
Feast of Weeks (Shavuoth) 1st day	May 22	Holy Day
Feast of Weeks (Shavuoth) 2nd day	May 23	Holy Day
Felt Hat Day	‡Sept. 12	Hat Institute, 358 Fifth Ave., N. Y.
Fire Prevention Week	Oct. 4-10	National Board of Fire Underwriters, 85 John St., N. Y.
First Aid Week, National	May 17-23	Nat'l Ass'n. of Retail Druggists 205 W. Wacker Dr., Chicago, Ill
Fishermen's Week, National	Apr. 25-May 2	Sporting Goods Dealers, St. Louis, Mo.
Flag Day	June 14	
Flower Show, International, in New York	Mar. 16-21	Horticultural Society of N. Y., 598 Madison Ave., N. Y.
Flower Shut-In Day, National	June 10	
Football Season Opens	‡Sept. 26	
Foot Health Week, National	Apr. 20-25	National Foot Health Council Phoenix Bldg., Rockland, Mass.
Forefather's Day	Dec. 21	
Foreign Trade Week	May 17-23	U. S. Chamber of Commerce, Washington, D. C.
Furniture Week, National	Oct. 3-10	National Retail Furniture Assoc., 666 Lake Shore Dr., Chicago, Ill
Garden Week, National	‡Apr. 20-25	The American Home, 444 Madison Ave., N. Y.
Girl Scout Anniversary Week	Mar. 12-18	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Birthday	Mar. 12	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Week	Oct. 25-31	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Summer Camps	Open July 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Winter Camps	Open Dec. 1-Mar. 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Gold Star Mother's Day	Sept. 27	Resolution by 74th Congress
Golden Gate Bridge, San Francisco	Open May 27 (1938)	
Golf Week, National	May 9-16	Sporting Goods Dealer, St. Louis, Mo.
Good Friday	Apr. 3	

(*Continued on page 50*)

WINK IN LOUISVILLE

Sales will follow

ON THE AIR MID-SUMMER 1942

5,000 WINKS
BY DAY

1,000 WINKS
BY NIGHT

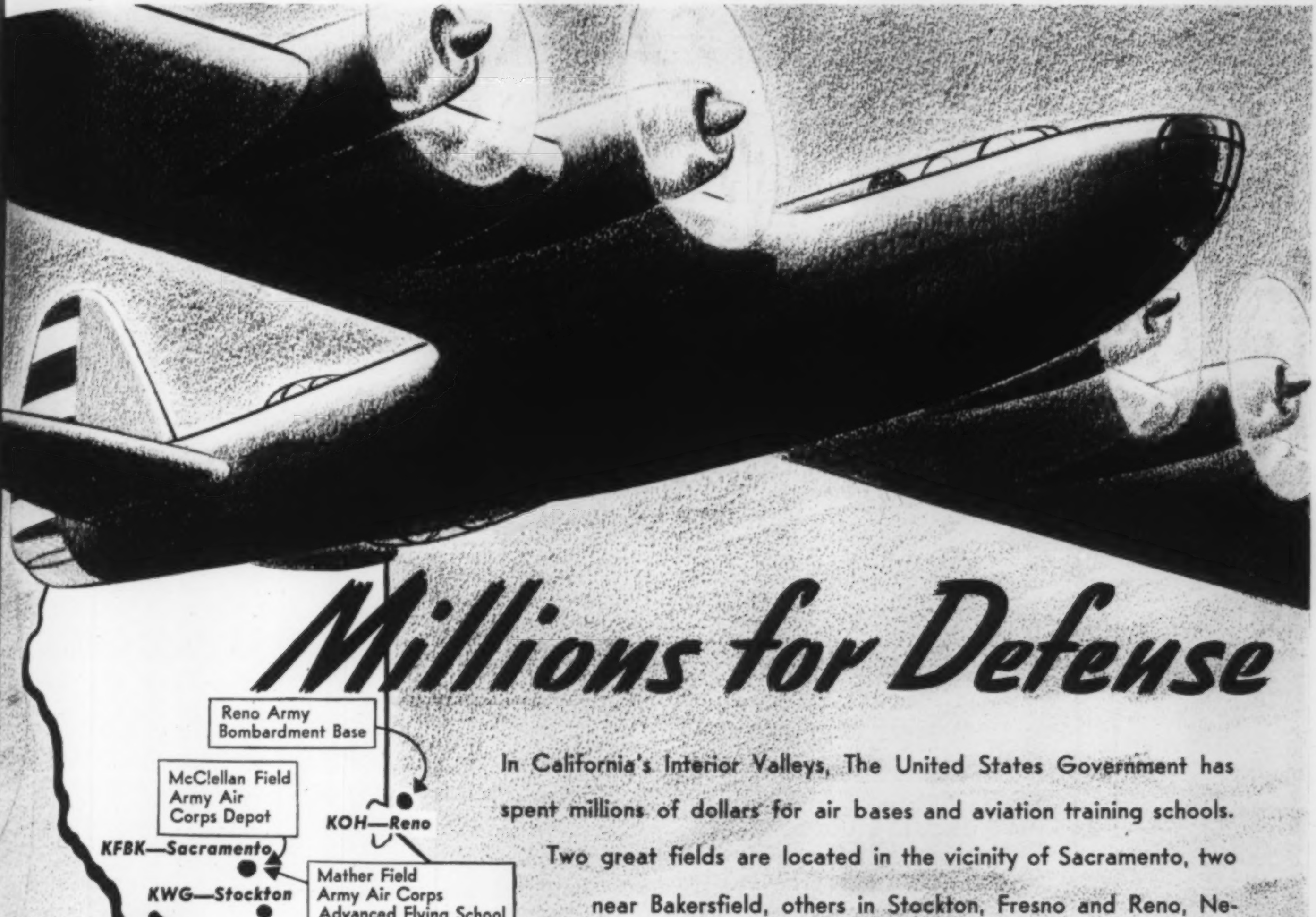
— AT 1080 —

Mid-American Broadcasting Corporation, Louisville

ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1942

(Continued from page 48)

EVENT	DATE	SPONSOR
Good Will Week (formerly Peace Week)	May 12-18	World Fellowship of Faiths, 49 West 44th St., N. Y.
Grocers' Week, National Retail	Oct. 20-25	Nat. Ass'n., Retail Grocers. 360 N. Michigan Ave.. Chicago, Ill.
Ground Hog or Candlemas Day	Feb. 2	
Hallowe'en	Oct. 31	
Hardware Week, National	Apr. 16-25	Nat. Retail Hardware Ass'n., Security Trust Bldg., Indianapolis
Hobby Week, National	Mar. 16-21	The Hobby Guild of America, 34 West 33rd St., N. Y.
Hockey Season Opens	‡November	
Hollywood Ice Review in New York	Jan. 19-27	Madison Square Garden Corp., 307 West 49th St., N. Y.
Holy or Maundy Thursday	Apr. 2	
Horse Show, National, in New York	‡Nov. 5-12	National Horse Show Association, 90 Broad St., N. Y.
Hospital Day, National	May 12	American Hospitals Association. 22 E. Ontario St., Chicago, Ill.
Humane Sunday	Apr. 19	American Humane Association, 135 Washington Ave., Albany, N. Y.
Hunting Season	October	See Oct. Calendar Page
I Am An American Day (or Citizenship Day)	May 17	Designated by Congress
Ice Carnival, in New York	‡March	The Skating Club, Inc., 304 West 50th St., N. Y.
Ice Review (Hollywood) in New York	Jan. 19-27	Madison Square Garden Corp., 307 West 49th St., N. Y.
Immaculate Conception, Feast of	Dec. 8	Holy Day
Independence Day	July 4	
Intercollegiate A.A.A.A. Track and Field Championships at Madison Square Garden	Mar. 7	
International Association of Display Men's Convention in St. Louis	June 27-July 3	Inter. Assoc. of Display Men. Evening Star Bldg., Washington, D. C.
International Flower Show, in New York	Mar. 16-21	Horticultural Society of N. Y., 598 Madison Ave., N. Y.
International Golden Rule Week	Dec. 13-20	Golden Rule Foundation. 60 East 42nd St., N. Y.
International Good Will Day	May 18	World Fellowship of Faiths, 49 W. 44th, N. Y.
Inventors of America Exhibit, Houston, Tex.	*Mar. 17-20	Albert Burns, P. O. Box 147, Oakland, Calif.
Labor Day	Sept. 7	
Labor Sunday	Sept. 6	
Lafayette Day	Sept. 6	
Lent begins	Feb. 18	
Lent ends	Apr. 4	
Letter Writing Week, National	‡Oct. 4-10	Paper Stationery and Tablet Mfr.'s Assn., 527 Fifth Ave., N. Y.
Lincoln's Birthday	Feb. 12	
Loyalty Days	Oct. 3 and 4	Golden Rule Foundation, 60 East 42nd St., N. Y.
Luggage Week, National	‡June 8-13	Luggage and Leather Goods Manufacturers of America. 220 Fifth Ave., N. Y.
Maritime Day, National	May 22	National Maritime League, 11 Broadway, N. Y.
May Day or Child Health Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.
Memorial Day (Decoration Day)	May 30	
Millrose A.A. Track Meet at Mad. Sq. Garden	Feb. 7	
Mother's Day	May 10	Orig. by Ann Jarvis, Phila., 1908, Proclaimed by Pres. Wilson, 1914
Music Week, National	May 3-10	National Music Week Committee, 45 West 45th St., N. Y.
Nationally Advertised Brands Week	Oct. 2-12	Drug Topics, 330 West 42nd St., N. Y.
National A.A.U. Indoor Track and Field Championship	Feb. 28	
National Aviation Day	Aug. 19	President's Proclamation
National Education Assn. Convention	June 28-July 2	National Education Assn., 1201 16th St., N. W., Washington, D. C.
National Emergency	May 27	Proclaimed by President Roosevelt
National Hardware Week	Apr. 16-25	Nat. Retail Hardware Assn., Security Trust Bldg., Indianapolis
Nat. Open Polo Champ., Westbury, L. I.	September	United States Polo Association, 551 Fifth Ave., N. Y.
National Retail Demonstration	‡Sept. 14-19	National Retail Dry Goods Association, 101 West 31st St., N. Y.
National Retail Grocers' Week	Oct. 20-25	National Assn. of Retail Grocers, 360 N. Michigan Ave., Chicago, Ill.
National Retail Dry Goods Association Annual Convention in New York	Jan. 12-16	National Retail Dry Goods Ass'n., 101 West 31st St., N. Y.
Navy Day	Oct. 27	Navy Department, Washington, D. C.
New Year's Day	Jan. 1	
Notion Market Week	Feb. 2-7	National Notion Association, 1170 Broadway, N. Y.
Notion Week, National	‡Apr. 20-25	
Official Speech Week	Nov. 5-10	National Assn. of American Speech, 174 W. 76th St., N. Y.
Old Christmas Day (Epiphany)	Jan. 6	
Open Polo Championship, Westbury, L. I.	‡September	United States Polo Association, 551 Fifth Ave., N. Y.
Open School Week (or American Education Week)	Nov. 9-14	Board of Education, Brooklyn, N. Y.
Opera Season	November	
Outdoor Cleanliness Day	May 18	Outdoor Cleanliness Association, 111 East 48th St., N. Y.
Palm Sunday	Mar. 29	Holy Day
Pan-American Day	Apr. 14	
Pan-American Aviation Day	Dec. 17	Proclaimed by President Roosevelt
Passover (1st day)	Apr. 2	Holy Day
Passover (2nd day)	Apr. 3	Holy Day
Passover (7th day)	Apr. 8	Holy Day
Passover (Last Day)	Apr. 9	Holy Day
Peace Week (now known as Good Will Week)	May 12-18	World Fellowship of Faiths, 49 West 44th St., N. Y.
Peanut Week, National	Jan. 23-31	National Peanut Council, 312 Amer. Bank Bldg., Suffolk, Va.
Pennsylvania Relay Carnival	Apr. 24-25	Pennsylvania University, Philadelphia, Pa.
Pharmacy Week, National	‡Oct. 18-24	American Pharmaceutical Assn., 2215 Constitution Ave., Wash., D.C.
Poetry Week	May 24-31	
Polo Matches, National Open, Westbury, L. I.	‡September	United States Polo Association, 551 Fifth Ave., N. Y.
Poppy Week	‡May 20-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Prosperity Week, National	Nov. 30-Dec. 5	Christmas Clubs, 341 Madison Ave., N. Y.
Purim (Feast of Lots)	Mar. 3	Holy Day
Raisin Week, National	May 10-16	Fresno Co. Chamber of Commerce, 1039 H St., Fresno, Calif.
Red Cross Birthday (International)	Aug. 22, 1864	
Red Cross (American)	Organized 1881 Chartered 1905	
Red Cross Week	Nov. 11-30	American Red Cross, Washington, D. C.
Restaurant Week, National	May 4-10	National Restaurant Association. 666 Lake Shore Dr., Chicago, Ill.
Rodeo at Madison Square Garden, N. Y.	‡Oct. 8-26	
Rosh Hashanah (1st day) Jewish New Year	Sept. 12	Holy Day
Rosh Hashanah (2nd day) Jewish New Year	Sept. 13	Holy Day
St. Patrick's Day	Mar. 17	
St. Swithin's Day	July 15	
St. Valentine's Day	Feb. 14	
School Administrators' Convention	Feb. 21-26	Nat'l. Education Assoc. of U. S., 1201-16th St., N.W., Wash,. D. C.
Schools Open in New York	Sept. 14	
Send a Child to Camp Week	‡June 14-20	Children's Welfare Fed. of N. Y. C. 325 East 38th St., N. Y.
Sew and Save Week, National	Feb. 21-28	National Needlecraft Bureau, 385 Fifth Ave., N. Y.
Sportsmen's Show, National (New York)	Feb. 21-Mar. 1	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Boston)	Feb. 7-15	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Detroit)	Mar. 7-15	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's Show (Indianapolis)	Mar. 21-29	
Spring begins (Mt., Pac. St. Time)	Mar. 20	
Spring begins (Cent. East. St. Time)	Mar. 21	
Straw Hat Day in many cities	May 15	
Summer begins	June 21	
Sweetest Day	Oct. 17	Natl. Confectioners' Assn. of the U. S., Inc., 224 S. Michigan Ave., Chicago, Ill.
Swim-for-Health Week, National	June 22-27	National Swim for Health Com., Martin Stern, 60 E. 42nd St., N.Y.
Swiss Industries Fair in Basle, Switzerland	Apr. 18-28	Consulate General of Switzerland, 444 Madison Ave., N. Y.
Tea Week (Hot)	‡Mar. 15-22	Tea Bureau, Inc., 500 Fifth Ave., N. Y.
Tea Week (Iced)	‡June 28-July 4	
Tennis Week, National	May 23-30	Sporting Goods Dealer, St. Louis. Mo.
Thanksgiving Day	Nov. 26	Presidential Proclamation
Thanksgiving Day, Canadian	Oct. 9	
Thrift Week, National	Jan. 17-23	National Thrift Week Committee, J. Robt. Stout, 22 Park Pl., N. Y.
Tobacco Week	Jan. 12-17	Nat'l. Ass'n. of Tobacco Distributors, 200 Fifth Ave., N. Y.
Toy Fair, American	Mar. 9-21	Toy Manufacturers' Assn. of U. S., 200 Fifth Ave., N. Y.
Valentine's Day (Saint)	Feb. 14	
Washington's Birthday	Feb. 22	
West Coast Relays, Calif.	‡May 16	Fresno State College, Fresno, Calif.
Wine Week, National	‡Oct. 11-18	Wine Advisory Board, 82 Second St., San Francisco, Cal.
Wild Life Restoration Week, National	Apr. 12-18	Wild Life Federation, 1626 K St., N. W., Washington, D. C.
Winter begins	Dec. 21	
World Bridge Olympics	‡April	American Contract Bridge League, 35 West 33rd St., N. Y.
World Series (Baseball)	October	Professional Baseball, National and American Leagues
Yom Kippur (Day of Atonement)	Sept. 21	Holy Day


Reno Army Bombardment Base
McClellan Field Army Air Corps Depot
KOH—Reno
KFBK—Sacramento
Mather Field Army Air Corps Advanced Flying School
KWG—Stockton
Stockton Field Army Air Corps Advanced Flying School
KMJ—Fresno
Fresno Air Base Permanent Bombardment Base
KERN—Bakersfield
Bakersfield Army Air Corps Advanced Flying School
Gardner Field Army Air Corps Basic Flying School

Millions for Defense

In California's Interior Valleys, The United States Government has spent millions of dollars for air bases and aviation training schools. Two great fields are located in the vicinity of Sacramento, two near Bakersfield, others in Stockton, Fresno and Reno, Nevada.* This activity has expanded the purchasing power of this already tremendously rich area. . . . A McClatchy station is the dominant outlet in each of the above markets, offering advertisers a swift and certain route to greater sales. Whether you talk to the men of the service, the city dweller or the farmer, a McClatchy Station will deliver the goods.

KFBK—Sacramento
KWG—Stockton
KMJ—Fresno
KERN—Bakersfield
KOH—Reno, Nevada

REPRESENTED NATIONALLY BY PAUL H. RAYMER

*Under Construction

McClatchy Broadcasting Co.
SACRAMENTO, CALIFORNIA

Good for you

before and after

As this ad goes to press, WINS is happy to announce that construction on its new 50 kilowatt transmitter at Lyndhurst, N. J. is rapidly nearing completion.

Actual operation on this increased power is expected early in 1942. Until this time, having now built up its other facilities as a 50,000 watt station, WINS offers the advertiser highly effective radio coverage at unusually attractive rates.

WINS

NEW YORK

•

WAVELENGTH 1000

"easy to remember . . . easy to dial"

NEW STUDIOS: 28 WEST 44TH STREET, NEW YORK, N. Y. • BRYANT 9-6000

These national advertisers proved WINS was "good for them" in 1941...

- American Cigarette & Cigar Company—*Pall Mall*
- K. Arakelian, Inc.—*Mission Bell Wines*
- B-C Remedy Company
- Beech-Nut Packing Company
- Buick Motor Car Company
- Carter Products Company
- Cerveceria Cuauhtemoc, S. A.—*Carta Blanca Beer*
- Chevrolet Motor Company
- Conservation Committee of the Waste Paper Consuming Industry
- Corn Products Company—*Linit*
- Eastern Wine Corporation—*Chateau Martin Wines*
- Ex Lax, Inc.
- Fels & Company
- Gardner Nursery
- Gillette Safety Razor Company
- H. Clay Glover Company
- Grolier Society—*Book of Knowledge*
- Hoffman Beverage Company
- Kemp & Lane—*Orangeine*
- P. Lorillard & Company—*Old Gold Cigarettes*
- Charles Marchand Company—*Hair Rinses*
- McKesson & Robbins
- O'Sullivan Rubber Company
- Pepsi-Cola Company
- Postal Telegraph
- Riggio Tobacco Corporation—*Cort Cigarettes*
- Ruppert's Beer
- Savarin Coffee
- Schrafft's Stores
- Stanback Company
- U. S. Playing Card Company
- Ward Baking Company
- Wm. Wrigley Co. Inc.
- Webster Eisenlohr, Inc.—*W. E. Smoker Cigars*

...and many more are lining up for '42

WINS

NEW YORK

Radio Highlights and Headlines: 1941

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest each date given for full details.)

For Chronology of Previous Years, see Pages 436 to 439

Jan. 1—Armed with the new music catalogs of BMI, industry allows ASCAP contracts to expire.

Jan. 7—Seven BBC staff members killed as Germans bomb Broadcasting House.

Jan. 13—BROADCASTING goes weekly after nine years as a semi-monthly.

Jan. 20—Third inauguration of President Roosevelt given greatest radio coverage.

Jan. 21—Canadian Assn. of Broadcasters name Glen Bannerman first paid president.

Jan. 27—1940 time sales total $207,956,000, an increase of 21% over 1939.

Jan. 31—BMI signs consent decree to become effective when ASCAP signs similar document.

Feb. 8—Justice Department files criminal suit against ASCAP in Milwaukee.

Feb. 24—Printers start drive for tax on radio.

Feb. 26—Former FCC Commissioner Thad H. Brown dies in Cleveland.

March 5—Ray C. Wakefield, of California, named to FCC to fill post left by resignation of late Thad H. Brown.

March 11—ASCAP found guilty in criminal suit, fined $35,250.

March 21—FCC, by one vote, orders investigation (Order No. 79) into newspaper ownership, using FM application logjam as wedge.

March 29—Treaty allocation switch accomplished without hitch.

March 29—First annual Peabody awards made at dinner in New York.

April 1—BMI enters second year.

April 16—German bombers destroy NBC and CBS offices in London for second time.

April 22 — President Roosevelt names Mark Ethridge, WHAS, Louisville, to make survey of entire broadcasting situation.

May 2—FCC at secret meeting approves stringest monopoly report, setting off biggest explosion in broadcasting history.

May 2—FCC authorizes full commercial television.

May 11—MBS signs with ASCAP just prior to NAB meeting.

May 12—Sen. White introduces resolution calling for Senate investigation of monopoly regulations.

May 12—NAB meets in atmosphere of tension for St. Louis convention. Neville Miller's contract extended two years, as president.

May 13—FCC Chairman Fly in scheduled national defense speech berates those who "talked about spectres of Government ownership, censorship and destruction of commercial broadcasting" as result of monopoly regulations.

May 14—Mark Ethridge asks NAB Convention to work for revamping of FCC, charging President has been "deceived and almost betrayed" by monopoly action. Chairman Fly, visibly incensed, leaves auditorium after attempting to answer Mr. Ethridge's speech.

May 15—Chairman Fly in press conference castigates Mark Ethridge, Neville Miller and the "so-called trade association, NAB" and makes his now famous reference to NAB as a dead mackerel, which "both shines and stinks".

May 19—John B. Haggerty, president of International Printing Trades Assn., urges House Ways & Means Committee to include radio franchise tax in new income tax measure.

May 26—Supreme Court upholds anti-ASCAP law.

May 26—NBC, CBS recording divisions announce they will use glass base for discs because of aluminum shortage.

May 28—FCC orders newspaper divorcement hearings for June 25.

June 2—Senate Interstate Commerce Committee begins hearings on White Resolution calling for investigation of monopoly rules.

June 12—ASCAP files suit for damages against NBC, CBS, NAB and BMI.

June 17—FCC approves proposed MBS affiliation contract in unprecedented action.

June 21—Networks get first word of German invasion of Russia.

June 23—State Department informed Brinkley station, XERA, seized by Mexican troops because of undue foreign influence.

June 27—NBC issues first television rate card. Bulova, Lever Bros., Sun Oil and Procter & Gamble first video sponsors.

June 30—Term of F. I. Thompson as member of FCC expires.

July 11—Appointment of Col. William J. Donovan as coordinator of information seen presaging greater control of international broadcasting.

July 21—Net monopoly rules effective date postponed to Sept. 16.

July 23—Newspaper-radio hearings open.

July 25—House Ways & Means Committee reports tax bill to House, carrying levy on stations estimated to hit $10,000,000.

July 31—Sen. White introduces new FCC bill, revamping agency.

Aug. 1—NBC signs with ASCAP, net pays 2¾%, stations 2¼%.

Aug. 4—House passes new tax law including levy on net time sales.

Aug. 5—FCC adopts proposed order banning multiple ownership of stations in the same area and sets oral arguments for Oct. 6.

Aug. 11—Free & Peters announce acquisition of Sonovox rights, foretelling new sound technique.

Aug. 21—NBC announces 21-station Mexican network now affiliated with it.

Aug. 27—Tax on net time sales killed by Senate Finance Committee.

Aug. 28—FCC announces indefinite postponement of effective date of network monopoly rules.

Sept. 8—Crisis in materials seen as low priorities brings shortages.

Oct. 11—FCC issues supplemental monopoly rules to take effect Nov. 15. Issue now up to courts.

Oct. 12—Clifford J. Durr (D-Ala.) nominated to FCC to fill vacancy of Frederick I. Thompson.

Oct. 12—Supply, Priorities and Allocations Board announces ban on all non-defense building affecting new station construction and power increases.

Oct. 20—Dies Committee list identifies two FCC employes as members of Communist groups.

Oct. 27—MBS white paper praises network-monopoly rules.

Oct. 29—Anti-trust division calls in network officials for "preliminary" discussion of network monopoly rules.

Oct. 29—NBC, CBS sign with ASCAP; music back at midnight.

Oct. 30—NBC, CBS file suit against Government on network-monopoly rules in Southern District of New York Federal Court.

Nov. 7—Federal Court for Southern District of New York sets Dec. 15 for preliminary hearing on NBC, CBS suits against FCC.

Nov. 10—FCC asks dismissal of NBC, CBS monopoly suit.

Nov. 12—BMI approves long-term contracts, $1,000,000 a year budget, 25% rate reduction.

Nov. 18—Representatives of about 100 stations form Network Affiliates Inc., described as "militant successor" to IRNA.

Nov. 18—All three networks halt broadcasts from Berlin because of rigorous censorship.

Nov. 21—OPM names radio manufacturing advisory committee to work with priorities division.

Nov. 26—FCC redefines political candidate term.

Dec. 1—RCA plans to separate Red and Blue networks. Red to become NBC, Blue to have new name, new staff.

Dec. 1—*New York Times* begins new policy of broadcasting news over WMCA, New York, on the hour.

Dec. 4—John B. Haggerty revives printers' radio tax proposals.

Dec. 5—NBC abandons exclusive provisions of network affiliation contracts.

Dec. 7—Radio brings first news of Jap attack on Pearl Harbor. Broadcasting goes on immediate war footing, moves taken to prevent sabotage. Fifty thousand amateurs shut down in FCC order.

Dec. 8—West Coast stations first to feel effects of war with frequent shutdowns. President Roosevelt's speech asking for war declaration gets largest daytime audience. Broadcasts of casualty lists restricted.

Dec. 8—FM Broadcasters Inc. estimates a minimum of 180,000 FM sets in use in United States. At time there are 22 full-time commercial FM stations operating, along with 14 experimental FM outlets.

Dec. 9—FCC field inspectors named as liaisons to act with interceptor Commands to order stations off the air in case of air raids. President warns press and radio of great obligation in fireside speech. Ninety million persons estimated to have heard speech, largest radio audience in history.

Dec. 10—President issues executive order which, in effect, makes Defense Communications Board super FCC for duration.

Dec. 10—Dr. Frank Conrad, father of radio, dies in Florida.

Dec. 11—George B. Storer and L. B. Wilson head new NIB.

Dec. 12—Networks get postponement until Jan. 12 of arguments in New York Federal Court on monopoly case.

Dec. 12—NBC announces sale of Artists Bureau to former employes, headed by Alfred H. Morton, vice-president.

Dec. 16—President Roosevelt names Byron Price, executive news editor of the Associated Press, as Director of Censorship.

Dec. 18—American radio's first known fatality of World War II, Ensign Thomas A. McClelland, USNR, former chief engineer of KLZ, Denver, revealed.

Dec. 18—NBC asks for permission to transfer license of three outlets, WJZ, WENR and KGO, to RCA, looking toward separate operation of Blue Network.

Dec. 19—President Roosevelt issues executive order setting up office of Director of Censorship for radio and press.

Dec. 19—NAB issues guide for wartime broadcasting.

Dec. 19 — Weather Bureau announces ban on all weather broadcasts because of military necessity.

Dec. 22—Scott Howe Bowen, one of radio's pioneer commercial developers, dies.

Dec. 23—FCC approves transfer of three NBC Blue stations to RCA, looking toward separate operation of network.

Dec. 26—J. Harold Ryan, vice-president and general manager of Fort Industry Co., Toledo, named radio censor as assistant director of censorship.

Dec. 31—Justice Department files civil anti-trust suits against RCA-NBC and CBS. Proceedings held not related to FCC network-monopoly rules.

Dec. 22—New York, among other cities, devise plans for air raid systems with radio an integral part of setup. Intercepter commands designated to work through FCC inspectors in notifying "key" stations in given areas on air raid alarms.

XUM

WISH *is* the INDIANAPOLIS *Market*

Complete coverage and unusual listener loyalty make WISH your most effective and economical sales-aid throughout the increasingly active and productive Indianapolis market.

Free & Peters
NATIONAL REPRESENTATIVES

THE PROGRESSIVE INDIANA STATION • N.B.C. BASIC BLUE • THIRTEEN TEN KILOCYCLES

NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1941

Total: 54

**Asterisk denotes station was on the air as of January 1, 1942*

ALABAMA

WJLD, Bessemer—CP issued to J. Leslie Doss, Manager of WJRD, Tuscaloosa, Ala. Granted Oct. 1; 250 watts on 1400 kc.

ARKANSAS

*KFFA, Helena — Licensed to Helena Broadcasting Co.; partnership of J. Q. Floyd, motor transportation business; John T. Franklin, ice, coal and furniture dealer; Sam W. Anderson, school superintendent. Granted July 16; 250 watts on 1490 kc.

CONNECTICUT

*WSRR, Stamford—Licensed to Stephen R. Rintoul, account executive of the Katz Agency, New York. Granted Feb. 13; 250 watts on 1400 kc.

CALIFORNIA

KFRE, Fresno—Licensed to J. E. Rodman, local Chevrolet dealer. Granted Oct. 14; 250 watts on 1430 kc.

*KPAS, Pasadena—Licensed to Pacific Coast Broadcasting Co.; J. Frank Burke, chief owner of KFVD, Los Angeles, president, 87.5% common stockholder; Melvyn Douglas, movie actor, 13.33% preferred; George C. Fischer, retired, 13.33% preferred; Eleanor Lloyd Smith, owner of various realty and other projects, 13.33% preferred; numerous other stockholders, none holding as much as 10% preferred or common. Granted Sept. 9; 10,000 watts on 1110 kc.

KWKW, Pasadena—CP issued to Southern California Broadcasting Co.; Marshall S. Neal, local merchant, president-treasurer, 43.61% stockholder; Edwin Earl, 13.8%; Lee A. Ragan, salesman of KIEV, Glendale, vice-president, 5%; H. H. Cooper, KIEV salesman, secretary, 5%; 10 other stockholders none holding more than 10%. Granted Aug. 22; 1,000 watts daytime on 1430 kc.

*KPRO, Riverside—Licensed to Broadcasting Corp. of America; W. L. Gleeson, owner of an optical firm and associated with Miller Adv. Agency, Oakland, president, 56% stockholder; E. W. Laisne, with the same optical firm, vice-president, 20%; Phil Davies, banker, 20%; Loyal C. Kelley, attorney, secretary, 2%; John B. Smith, attorney, 2%. Granted May 26; 1,000 watts on 1440 kc.

FLORIDA

WJDC, Jacksonville—CP issued to Jacksonville Broadcasting Corp.; James R. Stockton, realtor, president, 28% stockholder; Ernest D. Black, cotton seed processor, first vice-president, 27%; E. G. McKenzie, same business, second vice-president, 28%; Robert R. Feagin, manager of WBML, Macon, Ga., secretary-treasurer. Granted Dec. 30; 5,000 watts on 1270 kc.

*WWPG, Lake Worth—Licensed to Lake Worth Broadcasting Co.; Charles E. Davis, city commissioner, president, 48% stockholder; Robert S. Erskine, realtor and banker, 20%; Ralph C. Roberts, furniture dealer, vice-president, 16%; Jerrold F. Jacob, attorney and city judge, secretary, 4%; Roy E. Garnett, banker, treasurer, 4%; Tom G. Smith, mortician, 4%; R. E. Branch, banker, 4%. Granted July 9; 250 watts on 1340 kc.

GEORGIA

*WGAA, Cedartown—Licensed to Northwest Georgia Broadcasting Co.; O. C. Lam, theatre and farm owner, president-treasurer, 82.5% stockholder; R. W. Rounsaville, vice-president-secretary, 16.7%; Joe W. Lam, .8%. Granted May 6; 250 watts on 1340 kc.

ILLINOIS

*WLDS, Jacksonville—Licensed to a partnership of Hobart Stephenson, teacher, Illinois School for Blind; Milton Edge, local A&P supervisor; Edgar J. Korsmeyer, bookkeeper and accountant. Granted May 22; 250 watts daytime on 1150 kc.

INDIANA

WASK, Lafayette—CP issued to WFAM Inc.; O. E. Richardson, half owner of WJOB, Hammond, president, 33 1-3% stockholder; Fred L. Adair, half owner of WJOB, vice-president, 16 1-6%; Robert C. Adair, treasurer, 16 1-6%; J. Gibbs Spring, secretary, 33 1-3%. Granted July 30; 250 watts on 1450 kc.

IOWA

*KBUR, Burlington—Licensed to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 20% stockholder; J. Tracy Garrett, publisher of the *Burlington Hawk-Eye Gazette* (deceased), 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 5; 250 watts on 1490 kc.

*KROS, Clinton—Licensed to Clinton Broadcasting Corp.; Peter Matzen, president Arzen Laboratories, proprietary manufacturers, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

KICD, Spencer—CP issued to Iowa Great Lakes Broadcasting Co.; Lawrence W. Andrews, Iowa state employee and director for old age assistance and aid to the blind, vice-president, 30.2% stockholder; Lyle W. Nolan, theatre operator, secretary-treasurer, 10%; Robert G. Lexvold, assistant bank cashier, president, 7.7%; balance held in small portions by local citizens. Granted Dec. 16; 100 watts on 1240 kc.

KENTUCKY

*WSON, Henderson—Licensed to Paducah Broadcasting Co.; Pierce E. Lackey, operator of WPAD, Paducah, and WHOP, Hopkinsville, Ky., president-treasurer, 95.5% stockholder; W. Prewitt Lackey, insurance man, vice-president, 1.5%; Ezelle Lackey, insurance, 1.5%; Eula McKenney Rivers, 1.5%. Granted May 20; 250 watts daytime on 860 kc.

WINK, Louisville—CP issued to Mid-America Broadcasting Corp.; Milton S. Trost, local department store part-owner, vice-president, 255 shares of stock; Emanuel Levi, formerly business manager of the Courier-Journal & Louisville Times Co., 140 shares; Lawrence Jones, a director of Frankfort Distilleries, 140 shares; James F. Brownlee, president of Frankfort Distilleries, president, 70 shares; E. T. Altsheler, head of a local tire agency, vice-president, 70 shares; Henry and Mary Peabody Fitzhugh, 70 shares each; Willard Johnson, 50 shares; L. T. Smyser, local realtor, 10 shares. Granted Nov. 12; 1,000 watts day and 5,000 night on 1080 kc.

MASSACHUSETTS

*WEIM, Fitchburg—Licensed to Ruben F. Aronheim, local furniture dealer. Granted April 16; 250 watts on 1340 kc.

MINNESOTA

KTOM, Brainerd—CP issued to Brainerd-Bemidji Broadcasting Co.; partnership of John W. Boler, president, secretary and general manager of North Central Broadcasting System Co. and part owner of KRMC, Jamestown, N. D.; Howard S. Johnson, vice-president of NCBS and part owner of KRMC; David Shepard II, treasurer of NCBS and part owner of KRMC; and Edmund Tom O'Brien, local greenhouse operator. Granted Nov. 25; 250 watts on 1400 kc.

MISSISSIPPI

*WMIS, Natchez—Licensed to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 91% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 3%; F. C. Ewing, manager of WGCM, secretary-treasurer, 3%; M. M. Ewing, 3%. Granted March 19; 250 watts on 1490 kc.

MISSOURI

*KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier*. Interlocking stockholdings with Lee Syndicate Newspapers: *Davenport* (Ia.) *Times* and *Democrat*, *Ottumwa* (Ia.) *Courier*, *Muscatine* (Ia.) *Journal*, *Mason City* (Ia.) *Globe-Gazette*, *Madison* (Wis.) *State Journal*, *LaCrosse* (Wis.) *Tribune & Leader-Press*, *Lincoln* (Neb.) *Star*. Granted Feb. 5; 250 watts on 1340 kc.

KTTS, Springfield—CP issued to Independent Broadcasting Co.; J. H. G. Cooper, head of plumbing and heating and several other concerns, president and treasurer, 50% stockholder; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; Frank L. Sedgwick, furniture dealer, vice-president, 6%; J. W. Turner, department store owner, 4%; O. E. Jennings, 4%; Mary E. James, 4%; O. M. Griffith, 2%. Granted Sept. 9; 250 watts on 1400 kc.

NEW JERSEY

WTTM, Trenton—CP issued to Trent Broadcast Corp.; 11 stockholders with 25 shares each including Charles Quinn, attorney, president; A. Harry Zoog, manager of WFPG, Atlantic City, vice-president; Richard Endicott, general manager of Atlantic City Steel Pier and hotel operator, treasurer; John F. Trainor, official court reporter, secretary. Granted July 30; 1,000 watts on 920 kc.

NEW MEXICO

*KFUN, Las Vegas—Licensed to Southwest Broadcasters Inc.; controlled by Ernest N. Thwaites, formerly of KVSF, Sante Fe. Granted July 16; 250 watts on 1230 kc.

*KTNM, Tucumcari—Licensed to partnership of Lester Q. Krasin, radio technician, and Otto A. Krutzner, auto body reconstructor. Granted June 14; 250 watts on 1400 kc.

NEW YORK

WLAN, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1450 kc.

WALL, Middletown—CP issued to Community Broadcasting Corp.; Martin Karig Sr. and Elsie Karig, his wife, 180 shares of stock; Martin Karig Jr., 20 shares; Alwyn Karig, brother of Martin, 1 share; Robert E. Lee, 1 share. Granted Dec. 23; 250 watts on 1340 kc.

NORTH CAROLINA

*WBBB, Burlington—Licensed to Alamance Broadcasting Co. Inc.; B. V. May, hosiery manufacturer, treasurer, 19.23% stockholder. Remainder of stock held by 26 local citizens, none holding more than 10%, with V. Wilton Lane, president; R. R. Isenhour, vice-president; Thomas D. Cooper, secretary. Granted April 29; 1,000 watts daytime on 920 kc.

*WAYS, Charlotte—Licensed to Inter-City Advertising Co.; George W. Dowdy, manager of Belk's department stores of Charlotte and Concord, N. C., president, 1 share; Horton Doughton, department store and hardware merchant and son of Rep. Doughton (D-N. C.), secretary-treasurer, 1 share; B. T. Whitmire, manager of WFBC, Greenville, S. C., vice-president, 1 share. Granted April 16; 1,000 watts on 610 kc.

WEGO, Concord—CP issued to Wayne R. Nelson, former manager and chief owner of WMFR, High Point, N. C. Granted Dec. 16; 1,000 watts daytime on 1410 kc.

*WGBG, Greensboro—Licensed to Greensboro Broadcasting Co. Inc.; Ralph M. Lambeth, furniture dealer, president, 40% stockholder; Helen McAulay Lambeth, 24% owner of WMFR, High Point, N. C., secretary-treasurer, 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, vice-president, 20%. Granted Aug. 5; 1,000 watts on 980 kc.

WHIT, New Bern—CP issued to Coastal Broadcasting Co. Inc.; Philip Howard, local clothier, 47.6% stockholder; Ellis H. and Louis N. Howard, sons of Philip Howard, who manage their father's clothing business, 22.2% each; Ray Henderson, local cigar and candy distributer, 2.4%; five other stockholders, all holding less than 2%. Granted Nov. 4; 250 watts on 1450 kc.

WRRF, Washington—CP issued to Tar Heel Broadcasting Co.; W. R. Roberson Sr., president of local Dr. Pepper Bottling Co. and hardware dealer, 51% stockholder; B. W. Frank, assistant manager of WEED, Rocky Mount, N. C., 24.5%; W. R. Roberson Jr., bookkeeper, 24.5%. Granted Dec. 3; 1,000 watts on 930 kc.

NORTH DAKOTA

*KILO, Grand Forks—Licensed to Dalton LeMasurier, operator of KDAL, Duluth. Granted Aug. 22; 500 watts night and 1,000 day on 1440 kc. sharing with KFJM daytime.

OHIO

*WFIN, Findlay—Licensed to Findlay Radio Corp.; Cloyce W. Oxley, local typewriter agent, president, 10% stockholder; Wilmer Bayer, manager of local Coca Cola bottling company, vice-president, 10%; Fred R. Hover, retail druggist, secretary-treasurer, 10%; Herbert Lee Blye, attorney and onetime owner of WLOK, Lima, 10%; Grace E. Ingledue, former radio instructor at Louisiana State U, 10%; Don T. Decker, 10%; Harve T. Blair, 10%; six others each holding 5%. Granted Aug. 5; 1,000 watts on 1330 kc.

*WRRN, Warren—Licensed to partnership of Frank T. Nied, owner of cigar store-restaurant chain in Akron, and Perry H. Stevens, Akron attorney. Granted Aug. 5; 250 watts on 1400 kc.

OKLAHOMA

KWON, Bartlesville—CP issued to Bartlesville Broadcasting Co.; 17 business and professional from Bartlesville including Norman Gast, musician, president, 16.12% stockholder; J. Fred Case, onetime studio director of KVOO, Tulsa, vice-president and general manager, 9.67%; Earl H. Jackson, rancher and meat packer, 9.67%; John E. Landers, grocer, 9.67%; Charles W. Doornbos, banker and treasurer of Foster Petroleum Co.; J. A. Maddux, furniture dealer, treasurer, 4.83%; Matthew J. Kane, attorney, 4.03%; Alton H. Rowland, city attorney, secretary and general counsel, 1.61%. Granted Nov. 25; 250 watts on 1400 kc.

OREGON

*WKRC, Pendleton—Licensed to Western Radio Corp., licensee of KODL, The Dalles; V. B. Kenworthy, president, 50%; Eva O. Hicks, vice-president, 25%; T. M. Hicks, secretary-treasurer, 25%. Granted Aug. 12; 250 watts on 1240 kc.

PENNSYLVANIA

*WISR, Butler—Licensed to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.

*WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; Sentinel Co., publisher of the *Lewistown Sentinel*, 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33.286%; James S. Woods, same company, .048%. Granted Feb. 25; 250 watts on 1500 kc.

WJPA, Washington—CP issued to Washington Broadcasting Co.; 46 stockholders with 38.5% of the stock held by individuals connected with WSTV, Steubenville, O., with Williams S. Yard, attorney, president, 6.38% stockholder; Louis Berkman, head of WSTV, vice-president, 10.6%; Sherman H. Siegel, attorney, treasurer, 10.6%. Granted Aug. 22; 250 watts on 1450 kc.

WSBA, York—CP issued to Susquehanna Broadcasting Co.; Louis J. Appell, head of the Pafltzgraff Pottery Co. and the York Poster Advertising Co. and local banker, 100% owner. Granted Dec. 30; 1,000 watts daytime on 900 kc.

SOUTH CAROLINA

*WCRS, Greenwood—Licensed to Grenco Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A. Mays, attorney, vice-president and secretary, 20%. Granted Jan. 7; 250 watts on 1450 kc.

TENNESSEE

*WJZM, Clarksville—Licensed to partnership of William D. Hudson, local mayor and agent for Standard Oil Co., and Violet H. Hudson, oil retailer and wholesaler in Christian County, Ky. Granted Feb. 19; 250 watts on 1400 kc.

TEXAS

*KSKY, Dallas—Licensed to Chilton Radio Corp.; A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, president, 98% stockholder; Leonore H. Chilton, secretary-treasurer, 1.75%; James Ralph Wood, .25%. Granted May 6; 1,000 watts daytime on 660 kc.

*KGBS, Harlingen—Licensed to Harbenito Broadcasting Co.; McHenry Tichenor, retired newspaper publisher, president, 224 shares; Genevieve Tichenor, his wife, secretary-treasurer, 75 shares; Hugh T. Ramsey, vice-president, 1 share. Granted Feb. 11; 250 watts on 1240 kc.

VERMONT

*WWSR, St. Albans—Transferred facilities of WQDM, St. Albans, to Vermont Radio Corp.; Lloyd E. Squier, manager and half-owner of WDEV, Waterbury, president, 10½ shares; William G. Ricker, half-owner of WDEV, vice-president and treasurer, 10½ shares; Ernest C. Perkins, 1 share. Granted Feb. 18; 1,000 watts daytime on 1420 kc.

VIRGINIA

*WJMA, Covington—Licensed to John and Marcia Arrington, former operators of WCHV, Charlottesville, Va. Granted April 22; 250 watts on 1340 kc.

XUM

New Station Grants

VIRGINIA *(Continued)*

*WINC, Winchester—Licensed to Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va. Granted Feb. 4; 250 watts on 1400 kc.

WASHINGTON

*KEVE, Everett—Licensed to Cascade Broadcasting Co. Inc.; Dr. J. R. Binyon, optical company owner and 25% owner of KWAL, Wallace, Ida., president, 50% stockholder; L. E. Wallgren, telephone engineer and radio operator, vice-president and treasurer, 49.2%; C. A. Hamton, radio dealer, secretary, .8%. Granted May 6; 250 watts on 1460 kc.

KTRN, Tacoma—CP issued to Michael J. Mingo, former newspaper editor and executive. Granted May 7; 1,000 watts on 1450 kc.

*KTBI, Tacoma—Licensed to Tacoma Broadcasters Inc.; C. C. Cavanaugh, lumberman, president, 52.5% stockholder; J. T. S. Lyle, banker, vice-president, 22.5%; Harold Woodworth, construction company manager, treasurer, 18.5%; William McCormick, lumberman, 2.5%; C. S. Chapman, lumberman, secretary, 1%; James Dempsey, lumberman 1%; Roy E. Davison, connected with the Standard Paper Co., 1%; B. E. Buckmaster North Pacific Note Co., 1%. Granted May 7; 250 watts on 1490 kc.

WISCONSIN

*WOSH, Oshkosh—Licensed to Howard H. Wilson, Chicago station representative. Granted Aug. 5; 250 watts on 1490 kc.

PUERTO RICO

*WIAC, San Juan—Licensed to Enrique Abarca Sanfeliz, sugar refining machinery manufacturer. Granted April 25; 5,000 watts on 580 kc.

Note: CP issued Feb. 18 to Hawaiian Broadcasting System Ltd. for KHON, Honolulu, 250 watts on 1340 kc., recalled pending further hearing.

Calendar of Events

(Continued from page 46)

SEPTEMBER *(Continued)*

6—Globe circumnavigated in 1522.

9—California joined Union, 1850.

10—Elias Howe patented sewing machine, 1846.

12—Rosh Hashanah (1st Day) Jewish New Year; ‡National Felt Hat Day; 165th birthday of New York State; Defender's Day in Maryland.

13—Rosh Hashanah (2nd Day) Jewish New Year; Star-Spangled Banner written in 1814.

14—Schools open in most communities; ‡National Retail Demonstration, Sept. 14-19; Constitution Week, Sept. 14-19.

15—Federal Income Tax, third payment.

17—Constitution Day (Constitution adopted, 1787).

20—National Dog Week, Sept. 20-26.

21—Yom Kippur (Day of Atonement) Jewish holiday; American Legion Convention in New Orleans, Sept. 21-24.

23—First air mail flight in U. S., 1911, Earl Ovington, first mail pilot; Autumn begins today.

25—Bill of Rights, enacted 1789; First Trans-Atlantic Air Express Service by Clipper to Lisbon, started 1941.

26—‡College football season starts.

27—Daylight Saving ends; Gold Star Mother's Day; American Indian Day. Other dates this month; ‡National Open Polo Championships held this month; First Printing Press operated in America, 1639.

OCTOBER

Flower—Dahlia, Hops; Birthstone—Opal, Tourmaline.

Other dates this month: World Series Baseball.

1—Moving Day in many cities; Missouri Day (celebrated in state's schools).

2—Nationally Advertised Brands Week, Oct. 2-12.

3—National Retail Furniture Week, Oct. 3-10; Loyalty Days, Oct. 3-4.

4—‡National Business Women's Week, Oct. 4-10; ‡National Letter Writing Week, Oct. 4-10; Fire Prevention Week, Oct. 4-10; Loyalty Days.

7—First U. S. Railroad, 1826.

8—‡Rodeo at Madison Square Garden, Oct. 8-26

9—Chicago Fire, Oct. 9-11, 1871; Canadian Thanksgiving Day.

11—Candy Week, Oct. 11-17; ‡National Wine Week, Oct. 11-18.

12—Columbus Day (celebrating discovery of America, 1492).

14—William Penn born, 1644.

16—National Selective Service Registration Day, 1940. (Conscription); U. S. Mint est. in Phila., 1786.

17—Sweetest Day.

18—‡National Pharmacy Week, Oct. 18-24.

20—National Retail Grocers' Week, Oct. 20-25.

24—National Apple Week, Oct. 24-31.

25—Girl Scout Week, Oct. 25-31; ‡National Donut Week, Oct. 25-30.

26—Better Parenthood Week, Oct. 26 to Nov. 1.

27—Navy Day; Theodore Roosevelt born 1858; First World War shot fired by American troops, 1917.

28—Statue of Liberty unveiled on Bedloe's Island, 1886; Anniversary of freedom of U.S. press, 1733.

30—Nevada admitted to Union, 1864.

31—Hallowe'en; Birthday of Juliette Low, founder of Girl Scouts.

NOVEMBER

Flower—Chrysanthemum; Birthstone—Topaz.

1—All Saints' Day; National Author's Day; Book Week, Nov. 1-7.

2—American Art Week, Nov. 2-8; North and South Dakota joined Union, 1889.

3—Election Day.

5—‡National Horse Show, Nov. 5-12; Official Speech Week, Nov. 5-10.

7—Air Express, first shipment from Dayton to Columbus, Ohio, 1910.

8—Montana joined Union, 1889.

9—Father-and-Son Week, Nov. 9-15; American Education Week, Nov. 9-14.

11—Armistice Day, ending of World War, 1918; Washington joined Union, 1889; Red Cross Week, Nov. 11-30.

13—Robert Louis Stevenson born, 1850.

16—‡National Art Week, Nov. 16-22; Presidential Proclamation; Oklahoma entered Union, 1907; Russia recognized by United States, 1933.

18—Congress adopted Standard Time in 1883.

19—Lincoln's Gettysburg Address, 1863.

21—No. Carolina joined Union, 1789.

26—Christmas Seal Campaign, Nov. 26 to Dec. 25; Thanksgiving Day.

27—Henry Wadsworth Longfellow, born 1807.

28—First U. S. Government Post Office, 1783.

29—Louisa May Alcott, author of "Little Women," born 1832.

30—National Prosperity Week, Nov. 30 to Dec. 5; U. S. Patent System est. 1836.

Other dates this month: Opera season opens latter part of this month; Basketball season opens; Hockey season opens.

DECEMBER

Flower—Holly, Poinsettia; Birthstone—Torquoise, Ruby, Lapis Lazuli.

1—‡Ice Follies, Open in New York, Dec. 1 to 8; Opening of Girl Scout Winter Camps, Dec. 1 to Mar. 1.

2—LaGuardia Field (Airport) at North Beach, L. I., officially opened, 1939.

3—Illinois admitted to Union, 1818.

4—Thomas Carlyle born, 1795.

5—18th Amendment repealed, 1933.

6—‡Bible Week, Dec. 6-12.

7—Delaware joined Union, 1787.

8—‡National Bill of Rights Week, Dec. 8 to 15; Feast of Immaculate Conception.

10—Mississippi joined Union, 1817.

11—Indiana admitted to Union, 1816.

12—Pennsylvania joined Union, 1787.

13—International Golden Rule Week, Dec. 13-20.

14—Alabama joined Union, 1819.

15—Bill of Rights Day (enforced, 1791); Federal Income Tax, last payment.

16—Boston Tea Party, 1773; Beethoven composer, born 1770.

17—John Greenleaf Whittier born 1807; Wilbur Wright's first flight, 1903; Now proclaimed as "Pan American Aviation Day."

18—New Jersey entered Union, 1787.

21—Forefathers Day—Landing of Pilgrims in 1620 (celebrated mostly in New England).

22—Winter begins today.

25—Christmas Day.

28—Iowa admitted to Union, 1846.

29—Texas admitted to Union, 1845.

31—New Year's Eve.

ALWAYS A *Good Show*
FOR THE LISTENER
... thanks to Columbia's best ... and to "big time" show building for local advertisers.

ALWAYS A *Good Buy*
FOR THE ADVERTISER
... thanks to WHIO'S complete coverage and loyal following in this consistent. high-income market.

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G. P. HOLLINGBERY CO., Representative

GROUP OWNERSHIP AND HOLDINGS IN U. S. BROADCAST STATIONS

(Control unless otherwise indicated by percentage or by symbol (m) for minority)

Dr. Fred L. Adair—WJOB, Hammond, Ind. (40%); WASK, Lafayette, Ind. (m).

George C. Adair—WJOB, Hammond, Ind. (m); WASK, Lafayette, Ind. (m).

Edward A. Allen and Philip P. Allen—WLVA, Lynchburg, Va.; WBTM, Danville, Va. (m); WSLS, Roanoke, Va. (m).

Earle C. Anthony—KFI and KECA, Los Angeles.

Ralph L., Ralph Louis and H. Leslie Atlass—WIND, Gary, Ind.; WJJD, Chicago.

Tom H. Barton—KARK, Little Rock, Ark.; KELD, El Dorado, Ark.

Beaumont (Tex.) Enterprise and Journal—KRIC, Beaumont; KFDM, Beaumont (m).

A. H. Belo Corp.-Dallas News—WFAA, Dallas; KGKO, Fort Worth (50%).

Edgar L. Bill—WMBD, Peoria, Ill. (49%); WDZ, Tuscola, Ill. (m).

Dr. R. J. Binyon—KEVE, Everett, Wash. (50%); KWAL, Wallace, Ida. (m).

Clara M. Bixby—KGBX and KWTO, Springfield, Mo. (m); KBIX, Muskogee, Okla.

John W. Boler—KRMC, Jamestown, N. D. (m); KTOM, Brainerd, Minn. (m).

H. J. Brennen—WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

Walter C. Bridges—WEBC, Duluth (m); WMFG, Hibbing, Minn. (m); WHLB, Virginia, Minn. (m); WEAU, Eau Claire, Wis. (m).

Ralph R., Mott Q. and Sherwood B. Brunton—KJBS, San Francisco; KQW, San Jose, Cal.

Brush-Moore Newspapers—WHBC, Canton, O.; WPAY, Portsmouth, O. (50%).

Buffalo Broadcasting Corp. — WGR and WKBW, Buffalo, N. Y.

Buffalo Evening News—WBEN and WEBR, Buffalo.

Arde Bulova — WOV and WNEW, New York; WCOP, Boston; WPEN, Philadelphia; WNBC, New Britain, Conn. (m); WELI, New Haven, Conn. (m).

D. R. Burt—WSAU, Wausau, Wis. (m); WMAM, Marinette, Wis. (m).

Burridge D. Butler—WLS, Chicago; KOY, Phoenix, Ariz.; KTUC, Tucson (m).

Reed E. Callister—KMTR, Los Angeles; KIEV, Glendale, Cal. (m).

S. H. Campbell, Jr.—WSPB, Sarasota, Fla. (m); WJHL, Johnson City, Tenn. (m).

Capper Publications — WIBW, Topeka, Kan.; KCKN, Kansas City, Kan.

Frank Carman—KUTA, Salt Lake City (m); KEUB, Price, Utah (m).

Amon G. Carter-Fort Worth Star Telegram—WBAP, Fort Worth, Tex.; KGKO, Fort Worth (50%).

C. M. Chafey-R. A. Gaul-H. O. Landis—WEEU and WRAW, Reading, Pa. (33 1/3% each).

A. L. Chilton—KLRA and KGHI, Little Rock, Ark.; KSKY, Dallas, Tex.

Arthur B. Church—KMBC, Kansas City; KITE, Kansas City (m).

Church of Jesus Christ of Latter Day Saints (Mormon)—KSL, Salt Lake City (m); KGMB, Honolulu (m); KHBC, Hilo, Hawaii (m).

Cleveland Plain Dealer—WHK, Cleveland; WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown (m).

Columbia Broadcasting System — Owns: WABC, New York; WJSV, Washington; WBBM, Chicago; WBT, Charlotte, N. C.; WCCO, Minneapolis; KMOX, St. Louis; KNX, Hollywood. Leases from Edison Electric Illuminating Co.: WEEI, Boston. Isaac D. and Dr. Leon Levy, directors of CBS, are also chief owners of WCAU, Philadelphia, in which William S. Paley, CBS president, Samuel Paley and Jacob Paley, also CBS directors, are minority stockholders.

Consolidated Amusement Co., Ltd.—KGMB, Honolulu; KHBC, Hilo, Hawaii.

James M. Cox and James M. Cox, Jr.—WSB, Atlanta; WIOD, Miami, Fla., WHIO, Dayton, O.

Lester E. Cox—KWTO and KGBX, Springfield, Mo. (m); KCMO, Kansas City (m).

Cowles-Des Moines Register & Tribune—KSO and KRNT, Des Moines; WMT, Cedar Rapids, Ia.; WNAX, Yankton, S. D.; KFNF, Shenandoah, Ia. (m).

E. B. Craney — KGIR, Butte (49½%); KXL, Portland, Ore. (50%); KFPA, Helena, Mont. (m); KFPY, Spokane, Wash. (m); KRBM, Bozeman, Mont. (m).

Crosley Radio Corp.—WLW and WSAI, Cincinnati.

Curtis Radiocasting Corp. — WGBF and WEOA, Evansville, Ind.; WBOW, Terre Haute, Ind.

Harry Dahl — WKBH, LaCrosse, Wis.; WIBA, Madison, Wis. (m).

R. M. Dean—KPLC, Lake Charles, La. (m); KRMD, Shreveport, La. (m); KRRV, Sherman, Tex. (m).

Wesley I. Dumm—KSFO, San Francisco; KROW, Oakland, Cal. (m).

Gene T. Dyer—WSBC, Chicago; WAIT, Chicago (m); WCBD, Chicago (m);

WEMP, Milwaukee (m).

John D. Ewing—KWKH and KTBS, Shreveport, La.

P. K. Ewing—WGRM, Greenwood, Miss.; WGCM, Gulfport, Miss.; WMIS, Natchez, Miss.

Birt F. Fisher—KOMO and KJR, Seattle, Wash. (33 1/3%).

O. D. Fisher—KOMO and KJR, Seattle, Wash.

E. S. Fentress—WACO, Waco, Tex. (50%); KNOW, Austin, Tex. (50%).

Junius P. Fishburn — WDBJ, Roanoke; WSLS, Roanoke (m).

Leo Fitzpatrick — WJR, Detroit (m); WGAR, Cleveland (m); KMPC, Beverly Hills, Cal. (m).

Gannett Newspapers — WTHT, Hartford, Conn.; WENY, Elmira, N. Y.; WHEC, Rochester; WHDL, Olean, N. Y.; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (m).

General Electric Co.—WGY, Schenectady, N. Y.; KOA, Denver; KGO, San Francisco.

Patrick J. Goode — WELI, New Haven, Conn.; WNBC, New Britain, Conn. (m).

J. T. Griffin—KTUL, Tulsa; KOMA, Oklahoma City.

Harold F. Gross—WJIM, Lansing, Mich.; WHAL, Saginaw, Mich. (CP-50%).

M. Bernard Hanks-Houston Harte—KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KGKL, San Angelo, Tex.; KRIS, Corpus Christi, Tex. (m).

Paul F. Harron-Joseph Lang—WHOM, Jersey City; WIBG, Glenside, Pa.

Carl E. Haymond—KMO, Tacoma; KIT, Yakima, Wash.

Hearst Radio, Inc. — WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco.

A. R. Hebenstreit — KGGM, Albuquerque, N. M.; KVSF, Santa Fe, N. M.

Joseph Henkin—KSOO and KELO, Sioux Falls, S. D.

Oscar C. Hirsch—KFVS, Cape Girardeau, Mo.; WKRO, Cairo, Ill.

Honolulu Broadcasting Co.—KGMB, Honolulu; KHBC, Hilo.

B. H. Hopson — WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WCOV, Montgomery, Ala. (m).

Barney Hubbs - Jack Hawkins — KAVE Carlsbad, N. M.; KIUN, Pecos, Tex.

William K. Jenkins—WDRW, Augusta, Ga. (m); WMOG, Brunswick, Ga. (m); WLAG, La Grange, Ga. (m).

Howard S. Johnson—KRMC, Jamestown, N. D. (m); KOBR, Brainerd, Minn. (m).

William L. Johnson-N. C. Ruddell—WJMS, Ironwood, Mich.; WATW, Ashland, Wis.

M. Tilford Jones—KXYZ, Houston; KRIS, Corpus Christi, Tex. (50%).

Rogan Jones—KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.

John A. Kennedy—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (m).

King-Trendle Broadcasting Co. — WXYZ, Detroit; WOOD - WASH, Grand Rapids, Mich.

Pierce E. Lackey—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

Harold A. Lafount—WCOP, Boston (m); WORL, Boston (m); WELI, New Haven, Conn. (m); WNBC, New Britain, Conn. (m).

James E and Helen M. Lambeth—WMFR, High Point, N. C.; WGBG, Greensboro, N. C.

T. B. Lanford—KRMD, Shreveport (m); KPLC, Lake Charles, La. (m); KRRV, Sherman, Tex. (m).

Thomas S. Lee (Don Lee Broadcasting System)—KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara, Cal.

Lee Newspaper Syndicate (Adler)—KGLO, Mason City, Ia.; KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln, Neb.; WIBA, Madison, Wis. (m); WKBH, LaCrosse, Wis. (m); KHMO, Hannibal, Mo. All these holdings through newspapers affiliated with Lee Syndicate.

Clarence and Martin Leich—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

Dalton Le Masurier — KDAL, Duluth; KILO, Grand Forks, N. D.

R. G. Le Tourneau—WRLC, Toccoa, Ga.; WHEB, Portsmouth, N. H.

Leon & Isaac D. Levy—Each owns 32.06% of WCAU, Philadelphia, in addition to stockholdings in CBS.

Richard Field Lewis Jr.—WFVA, Fredericksburg, Va.; WINC, Winchester, Va.

Liberty Life Insurance Co.—WIS, Columbia, S. C.; WCSC, Charleston, S. C.

Little Rock (Ark.) Gazette—KLRA and KGHI, Little Rock (m).

Horace H. Lohnes—WDZ, Tuscola, Ill. (m); WSNJ, Bridgeton, N. J. (m); WMSD, Sheffield, Ala. (m); WIBC, Indianapolis (Mrs. Lohnes, 25%).

Louis F. Long—KGLU, Safford, Ariz. (m); KTUC, Tucson, Ariz. (m).

Lawrence W. Lowman—WDRC, Hartford (m); WHP, Harrisburg, Pa. (m); also owns CBS stock.

Arthur Lucas—WRDW, Augusta, Ga. (m); WSAV, Savannah, Ga. (m); WMOG, Brunswick, Ga. (m); WLAG, La Grange, Ga. (m).

Marquette (Mich.) Mining Journal—WDMJ, Marquette; WDBC, Escanaba, Mich. (m).

K. G. Marshall-Glenn Marshall — WBRC, Birmingham, Ala.; WMBR, Jacksonville, Fla. (m); WFOY, St. Augustine, Fla. (m).

Mason-Dixon Group (J. F. and J. H. Steinman)—WKBO, Harrisburg, Pa.; WEST, Easton, Pa.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WDEL and WILM, Wilmington, Del.

McClatchy Newspapers of California—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KOH, Reno, Nev.

R. B. McNab—KRBM, Bozeman, Mont. (50%); KRMC, Jamestown, N. D. (m).

Hugh McClung—KYOS, Merced; KHSL, Chico, Cal. (50%); KVCV, Redding, Cal. (50%); sale pending.

Albert S. Moffat—WMAS, Springfield, Mass.; WLLH, Lowell, Mass.

Morgan Murphy—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; KVOL, Lafayette, La. (all m, except that *Lafayette Advertiser*, of which Mr. Murphy is chief owner, owns 50% of KVOL).

C. W. Myers-C. R. Hunt—KOIN and KALE, Portland, Ore.

National Broadcasting Co.—Owns WEAF, New York; WMAQ, Chicago; KPO, San Francisco; WRC, Washington; WTAM, Cleveland. Leases from General Electric Co.: KOA, Denver.

James A. Noe—WNOE, New Orleans; KOTN, Pine Bluff, Ark. (50%).

Norfolk Newspapers (Norfolk Virginian-Pilot and Ledger-Dispatch)—WTAR, Norfolk; WPID, Petersburg, Va.; WRNL, Richmond (m).

Ed Norton-Thad Holt—WMBR, Jacksonville, Fla.; WAPI, Birmingham (leased).

John Merino—KGLU, Safford, Ariz. (m); KTUC, Tucson, Ariz. (m).

J. Lindsey & Gilmore Nunn—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

Oklahoma Publishing Co. (E. K. Gaylord, Edgar T. Bell, et al.)—WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs, Col.

William S. Paley—Owns 11.06% of stock in WCAU, Philadelphia, in addition to stockholdings in CBS.

B. J. & D. D. Palmer—WHO, Des Moines; WOC, Davenport, Ia.

S. H. Patterson—KSAN, San Francisco; KFBC, Cheyenne, Wyo. (m).

Harley D. Peet—WBCM, Bay City, Mich.; WSAM, Saginaw, Mich. (m).

John H. Perry—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.

C. G. Phillips-Frank L. Hill—KIDO, Boise, Ida.; KORE, Eugene, Ore. (50% each in each).

Phoenix Republic & Gazette—KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma (m); KYCA, Prescott (m).

Sam Pickard—WGST, Atlanta (leased); WDRC, Hartford (m); KITE, Kansas City (m); WHP, Harrisburg, Pa. (m); WHEC, Rochester (m).

Pillar of Fire (Alma White, Bishop)—WAWZ, Zarephath, N. J.; KPOF, Denver.

Portland Oregonian—KGW and KEX, Portland.

Eugene C. Pulliam—WIRE, Indianapolis; WAOV, Vincennes, Ind.

Radio Corp. of America—WJZ, New York; WENR, Chicago.

Red Wood Broadcasting Co.—KIEM, Eureka, Cal., owned 50.3% by William B. Smullin; 20% by *Humbolt Times;* 20.8% by *Humboldt Standard;* in addition, Red Wood Broadcasting Co. owns 50% of KUIN, Grant's Pass, Ore., with Mr. Smullin and publishers of Eureka newspapers as directors.

George A. Richards—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. (Stock in WJR and WGAR publicly held).

O. E. Richardson—WJOB, Hammond, Ind. (50%); WASK, Lafayette, Ind. (m).

S. W. Richardson—WACO, Waco, Tex. (m); KNOW, Austin, Tex. (m); KABC, San Antonio (m).

Adeline B. Rines—WCHS, Portland, Me.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

E. D. Rivers—WGOV, Valdosta, Ga.; WMJM, Cordele, Ga. (option on stock).

Elzey Roberts-St. Louis Star-Times—KXOK, St. Louis; KFRU, Columbia, Mo.

Glenn D. Roberts—WEMP, Milwaukee; WIBA, Madison, Wis. (m); WSAU, Wausau, Wis. (m).

Dorrance D. Roderick—KROD, El Paso, Tex.; KTSA, San Antonio (m).

Elliott Roosevelt — KFJZ, Fort Worth; KTSA, San Antonio (m); KABC, San Antonio (m).

Frank J. Russell Jr.—WDMJ, Marquette, Mich. (m); WDBC, Escanaba, Mich. (m).

M. F. & Ruth Rubin—WHK-WCLE, Cleveland (m); WHKC, Columbus (m); WMAN, Mansfield, O. (m).

St. Norbert College—WTAQ, Green Bay, Wis.; WHBY, Appleton, Wis.

Sheldon F. Sackett — KOOS, Marshfield, Ore.; KVAN, Vancouver, Wash.

Charles Sawyer—WING, Dayton; WIZE, Springfield, O.; WLW-WSAI, Cincinnati (m).

Scripps-Howard Newspapers—WCPO, Cincinnati; WMC and WMPS, Memphis; WNOX, Knoxville.

Don Searle-Herb Hollister—KANS, Wichita, Kan.; KMMJ, Grand Island, Neb.

Louis M. Sepaugh—KPLC, Lake Charles, La. (m); WSLI, Jackson, Miss. (m); KVOL, Lafayette, La. (m); KRRV, Sherman, Tex. (m).

Thomas E. Sharp—KFSD, San Diego; KXO, El Centro, Cal.

David Shepard II — KRMC, Jamestown, N. D. (m); KOBR, Brainerd, Minn. (m).

John Shepard 3rd-The Yankee Network (Winder Street Corp.)—WNAC, and WAAB, Boston; WEAN, Providence; WICC, Bridgeport, Conn.

Edmund C. Shields — WHAL, Saginaw, Mich. (50%); WJIM, Lansing (m).

The Sidles Co.-Central States Broadcasting Co.—KOIL, Omaha; KFAB and KFOR, Lincoln, Neb.

David G. Smith—KEUB, Price, Utah (m); KUTA, Salt Lake City (m).

Joe L. Smith—WJLS, Beckley, W. Va.; WKWK, Wheeling, W. Va.

Harold E. Smith—WABY and WOKO, Albany, N. Y. (m).

Glenn Snyder—KOY, Phoenix (m); KTUC, Tucson, Ariz. (m).

(Continued on page 60)

COMMITTEES OF CONGRESS DEALING WITH RADIO LEGISLATION

(As of January 15, 1942)

SENATE INTERSTATE COMMERCE COMMITTEE*

Committee Clerk: Bailey Stortz

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Homer T. Bone, Washington; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming; Lister Hill, Alabama; Tom Stewart, Tennessee; D. Worth Clark, Idaho; James M. Tunnell, Delaware; Ernest W. McFarland, Arizona.

REPUBLICANS—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chandler Gurney, South Dakota; C. Wayland Brooks, Illinois.

**In which all radio legislation originates.*

SENATE COMMERCE COMMITTEE*

Committee Clerk: A. Hand James

DEMOCRATS—Josiah W. Bailey, North Carolina, chairman; Hattie W. Carraway, Arkansas; Bennett Champ Clark, Missouri; John H. Overton, Louisiana; Theodore G. Bilbo, Mississippi; Francis T. Maloney, Connecticut; George L. Radcilffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma; Lister Hill, Alabama; James M. Mead, New York; Prentiss W. Brown, Michigan; Mon C. Wallgren, Washington; W. Lee O'Daniel, Texas.

REPUBLICANS — Charles L. McNary, Oregon; Hiram W. Johnson, California; Arthur H. Vandenberg, Michigan; W. Warren Barbour, New Jersey; Ralph O. Brewster, Maine; Harold H. Burton, Ohio.

**Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.*

SENATE PATENTS COMMITTEE*

Committee Clerk: R. A. Seelig

DEMOCRATS — Homer T. Bone, Washington, chairman; Ellison D. Smith, South Carolina; Claude Pepper, Florida; D. Worth Clark, Idaho; Scott W. Lucas, Illinois.

REPUBLICANS — Wallace H. White Jr., Maine; John A. Danaher, Connecticut.

**In which copyright legislation originates.*

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; William P. Cole Jr., Maryland; Edward A. Kelly, Illinois; Herron Pearson, Tennessee; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Charles L. South, Texas; James P. McGranery, Pennsylvania; Donald L. O'Toole, New York; Luther Patrick, Alabama; Rudolph G. Tenerowicz, Michigan; Jared Y. Sanders Jr., Louisiana.

REPUBLICANS—Charles A. Wolverton, New Jersey; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana; Oscar Youngdahl, Minnesota; Carl Hinshaw, California; Clarence J. Brown, Ohio; Richard M. Simpson, Pennsylvania; George A. Paddock, Illinois.

**In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.*

HOUSE PATENTS COMMITTEE*

Acting Committee Clerk: E. A. Norwig

DEMOCRATS — Charles Kramer, California, chairman; Fritz G. Lanham, Texas; Frank W. Boykin, Alabama; Charles A. Buckley, New York; John M. Coffee, Washington; Francis J. Myers, Pennsylvania; Thomas D'Alesandro Jr., Maryland; Joe B. Bates, Kentucky; Vance Plauché, Louisiana; John E. Fogarty, Rhode Island; Claude T. Ellis, Arkansas; John S. Sullivan, Missouri; Arthur G. Klein, New York.

REPUBLICANS — Fred A. Hartley Jr., New Jersey; Leslie C. Arends, Illinois; Charles A. Wolverton, New Jersey; Hugh D. Scott Jr., Pennsylvania; William H. Stevenson, Wisconsin; James V. Heidinger, Illinois; John C. Butler, New York.

**In which copyright legislation originates.*

Government Agencies Dealing with Radio

INTERDEPARTMENT RADIO ADVISORY COMMITTEE—Dr. J. H. Dellinger, Bureau of Standards, chairman; E. K. Jett, FCC, vice-chairman; Gerald C. Gross, FCC, secretary; P. F. Siling, FCC, assistant secretary. Membership:

Department of Agriculture—E. W. Loveridge, member; Wallace L. Kadderly, alternate.

Department of Commerce—Dr. J. H. Dellinger, Bureau of Standards, member; L. H. Simson, alternate.

Federal Communications Commission—Chief Engineer E. K. Jett, member; P. F. Siling, alternate.

Department of Interior—C. D. Monteith, member; John S. Cross, alternate.

Department of Justice—T. D. Quinn, member; H. J. Walls, alternate.

Maritime Commission—D. S. Brierley, member; J. T. Welsh, alternate.

Navy Department—Admiral S. O. Hooper, member; Comdr. John Redman, alternate.

Postoffice Department—R. M. Martin, member; Chas. M. Knoble, alternate.

Department of State—Thomas Burke, member; F. C. deWolf, alternate.

Treasury Department—Capt. J. F. Farley, U. S. Coast Guard, member; Lt. Comdr. C. H. Peterson, alternate.

War Department—Major Wesley T. Guest, member; Capt. W. E. Plummer, alternate,

DEFENSE COMMUNICATIONS BOARD—James Lawrence Fly, chairman of FCC, chairman; Rear Admiral Leigh Noyes, Director of Naval Communications; Maj. Gen. Dawson Olmstead, Army Chief Signal Officer; Breckenridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of Treasury, secretary. [Details on page 94.]

FEDERAL COMMUNICATIONS COMMISSION—George O. Gillingham, chief of information. Telephone: Executive 3620.

DEPARTMENT OF AGRICULTURE—Morse Salisbury, director of information; Wallace A. Kadderly, chief of radio service. Telephone: Republic 4142.

DEPARTMENT OF COMMERCE—Dr. J. S. Dellinger, chief, Radio Section, Natl. Bur. of Standards; Dr. H. G. Dorsey, radio research, Coast & Geodetic Survey; Eugene Sibley, Communications Division, CAA; Lawrence D. Batson, Merchandise Unit, Bureau of Foreign & Domestic Commerce; I. R. Tonnehill, U. S. Weather Bureau; C. D. Backus, Division 51, Patent Office; C. G. Marshall, chief, Division of Current Information; Alfred O'Leary, asst. chief DCI. Telephone: District 2200.

DEPARTMENT OF INTERIOR—Michael W. Straus, director of information. Telephone: Republic 1820.

DEPARTMENT OF JUSTICE—H. C. Donaldson, chief clerk. Telephone: Republic 8200.

DEPARTMENT OF LABOR—James V. FitzGerald, director of information. Telephone: Executive 2420.

NAVY DEPARTMENT—Rear Admiral Arthur J. Hepburn, Division of Public Relations; J. H. Hartley, chief, radio section. Telephone: Republic 7400.

POSTOFFICE DEPARTMENT—Harold F. Ambrose, in charge of press relations. Telephone: District 5360.

STATE DEPARTMENT — Division of International Communications, Washington, D. C. Francis C. deWolf, chief of Telecommunications Branch; Michael J. McDermott, chief, Division of Current Information. Telephone: Republic 5600.

TREASURY DEPARTMENT—Charles Schwarz, director of public relations; Defense Saving Staff: Harford Powel, director of information; Vincent F. Callahan, radio director. Telephone: National 6400.

WAR DEPARTMENT—E. M. Kirby, chief, Radio Branch, War Department Bureau of Public Relations. Telephone: Republic 6700.

AMERICAN NATIONAL RED CROSS—G. Stewart Brown, director, Public Information Service. Telephone: Republic 8300.

BUREAU OF STANDARDS—Department of Commerce, Washington, D. C. Dr. J. H. Dellinger, chief, Radio Section. Telephone: Woodley 1720.

CIVIL AERONAUTICS ADMINISTRATION—Roscoe Wright, director of Statistics & Information Service. Telephone: Executive 2460.

FEDERAL BUREAU OF INVESTIGATION—C. A. Tolson, assistant to the Director; M. E. Gilfond, director of public relations. Telephone: Republic 7100, Republic 8200.

FEDERAL SECURITY AGENCY—Jesse O. Irvin, director of information. Telephone: Republic 6530.

FEDERAL TRADE COMMISSION—Radio & Periodical Division :PGad B. Morehouse, director. M. A. White, assistant to the chairman. Telephone: National 8206.

FEDERAL WORKS AGENCY—Marion L. Ramsay, director of information. Telephone: Republic 7337.

NATIONAL SELECTIVE SERVICE SYSTEM—Major E. M. Culligan, director of public relations. Telephone: Republic 5500.

OFFICE OF CENSORSHIP—Byron Price, Director of Censorship; John Harold Ryan, assistant director in charge of radio. Telephone:

OFFICE OF CIVILIAN DEFENSE—George Lyon, information officer. Telephone: Republic 5050.

OFFICE OF COORDINATOR OF INFORMATION—Thomas G. Early, executive information officer; Nathan David, FCC liaison officer. Telephone: Executive 3300.

OFFICE OF EDUCATION—William D. Boutwell, director of information service. Telephone: Republic 1820.

OFFICE FOR EMERGENCY MANAGEMENT—Robert W. Horton, Director of Information; Bernard Schoenfeld, radio director. Telephone: Republic 7500.

OFFICE OF FACTS & FIGURES—William B. Lewis, assistant director; Douglas W. Meservey, chief, Radio Division. Telephone: Republic 5050.

OFFICE OF GOVERNMENT REPORTS—Executive Office of the President, Washington, D. C. Lowell Mellett, director; Robert I. Berger, special assistant to director. Telephone: Executive 3300.

U. S. ARMY SIGNAL CORPS—War Department, Washington, D. C. Maj. Gen. Dawson Olmstead, Chief Signal Officer; Col. J. T. Watson, chief, Administrative Branch; Gen. C. M. Milliken, chief, Operations Branch; Col. O. K. Sadtler, chief, Army Communications Branch; Col. Roger B. Colton, chief, Materiel Branch. Telephone: Republic 6700.

U. S. COAST GUARD—Capt. J. F. Farley, in charge of radio; Capt. E. Reed-Hill, public relations officer. Telephone: National 6400.

U. S. COURT OF APPEALS FOR THE DISTRICT OF COLUMBIA—Chief Justice: D. Lawrence Groner; Associate Justices: Harold M. Stephens, Justin Miller, Fred M. Vinson, Henry White Edgerton, Wiley Rutledge. Clerk: Joseph W. Stewart. Telephone: Republic 3811. (Appeals from FCC.)

U. S. FOOD & DRUG ADMINISTRATION—Federal Security Agency, Washington, D. C. Dr. W. G. Campbell, Commissioner of Food & Drugs. Telephone: Republic 7400. Major George T. Vanderhoff, radio officer.

U. S. FOREST SERVICE—Department of Agriculture. E. W. Loveridge, Assistant Bureau Chief. Telephone: Republic 4142.

U. S. MARITIME COMMISSION—Mark O'Dea, director of information. Telephone: Republic 6620.

U. S. NAVAL COMMUNICATIONS—Navy Department, Washington, D. C. Rear Admiral Leigh Noyes, Director of Naval Communications, Office of Chief of Naval Operations. Telephone: District 2900.

U. S. NAVAL OBSERVATORY—Massachusetts Ave. & 34th St., N. W., Washington, D. C. Capt. J. F. Hellwe, U.S.N., superintendent. Telephone: Decatur 2723.

U. S. OFFICE OF EDUCATION—Federal Security Agency, Washington, D. C. Dr. John W. Studebaker, U. S. Commissioner of Education, chairman, Federal Radio Education Committee; William Dow Boutwell, director, Information & Radio Division; Gordon Studebaker, director, Educational Radio Service. Telephone: Republic 1820.

WAGE & HOUR DIVISION—Harold D. Jacobs, assistant administrator in charge of information. Telephone: Executive 2420.

WORK PROJECTS ADMINISTRATION — Earl Minderman, director, Division of Information. Telephone: District 2310.

Broadcast Deletions and Consolidations 1934-41

1934

WJEM, Tupelo, Miss.—Licensee (Britt A. Rogers Jr.) failed to renew construction permit. Deleted Oct. 2.

WKFI, Greenville, Miss.—Licensee (J. Pat Scully) failed to apply for renewal of license. Deleted Oct. 3.

1935

WLIT, Philadelphia, Pa.—Licensee (WFIL Broadcasting Co.) consolidated facilities with WFIL, Philadelphia, effective Feb. 12.

WNBO, Silver Haven, Pa.—Licensee (John Brownlee Spriggs) voluntarily surrendered license March 15.

WWPA, Clarion, Pa.—Licensee's (Clarion Broadcasting Co. Inc.) construction permit expired. Deleted April 15.

KWFV, Hilo, T. H.—Licensee's (Hilo Broadcasting Co.) construction permit expired. Deleted April 16.

KGIX, Las Vegas, Nev.—Licensee's (J. M. Heaton) construction permit expired. Deleted May 14.

WAMC, Anniston, Ala.—Licensee's (Raymond C. Hammett) construction permit expired. Deleted May 14.

WDAG, Amarillo, Tex.—Licensee (Plains Radio Broadcasting Co.) consolidated facilities with KGNC, Amarillo, effective June 4.

WRBX, Roanoke, Va.—Licensee (Richmond Development Corp.) voluntarily relinquished hours of operation to WHIS, Bluefield, W. Va. Deleted Sept. 23.

WBHS, Huntsville, Ala.—Application for renewal of license of licensee (Virgil V. Evans) dismissed with prejudice Nov. 19.

KPJM, Prescott, Ariz.—Application of licensee (M. B. Scott and Edward C. Sturm) for renewal of license denied. Deleted Nov. 19.

1936

WOS, Jefferson City, Mo.—Licensee (Missouri State Highway Patrol) voluntarily relinquished facilities to KFRU, Columbia, Mo., effective March 27.

WCAC, Storrs, Conn.—Licensee (Connecticut State College) voluntarily surrendered facilities effective April 30.

KGBZ, York, Neb.—Renewal application of licensee (KGBZ Broadcasting Co.) denied. Deleted July 28.

KWEA, Shreveport, La.—Renewal application of licensee (International Broadcasting Corp.) denied. Deleted Aug. 1.

WEHS, Cicero, Ill.—Licensee (WEHS Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

WKBI, Cicero, Ill.—Licensee (WKBI Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

1937

KELW, Burbank, Cal.—Licensee (Evening Herald Publishing Co.) voluntarily relinquished facilities to KEHE, Los Angeles, effective Jan. 15.

KFJR, Portland, Ore.—Licensee (KALE Inc.) voluntarily relinquished facilities to KALE, Portland, effective Feb. 2.

KFPM, Greenville, Tex.—Licensee (New Furniture Co.) voluntarily surrendered license April 2, 1935. Application of Voice of Greenville for renewal and reinstatement dismissed March 2.

WNRI, Newport, R. I.—Licensee (S. George Webb) denied modification of construction permit. Deleted Aug. 19, and facilities given to WTHT, Hartford, Conn.

WJBR, Gastonia, N. C.—Licensee (J. B. Roberts) denied modification of construction permit. Deleted Oct. 28.

1938

WRAX Philadelphia, Pa.—Licensee (WRAX Broadcasting Co.) surrendered hours of operation to WPEN, Philadelphia, effective May 11.

KGDY, Huron, S. D.—Licensee (Voice of South Dakota) denied renewal of license. Deleted June 24.

WMBQ, Brooklyn, N. Y.—Licensee (Metropolitan Broadcasting Corp.) denied renewal of license. Deleted June 24, facilities given to WWRL, Woodside, N. Y.

WLMU, Middleboro, Ky.—Licensee (Lincoln Memorial University) voluntarily surrendered construction permit July 6.

WFAB, New York City—Licensee (Dobs Memorial Radio Fund) surrendered hours of operation to WEVD, New York. Deleted Nov. 7.

WHEF, Kosciusko, Miss.—Licensee (Attala Broadcasting Corp.) denied renewal of license in default. Deleted Nov. 7.

WHAL, Saginaw, Mich.—Licensee's (Harold F. Gross and Edmund C. Shields) grant of Feb. 9, 1937, ordered vacated in accordance with mandate of court of appeals. Deleted Nov. 28.

1939

KDNC, Lewiston, Mont.—Licensee's (Democrat-News Co.) construction permit expired. Deleted Jan. 24.

KGCI, Coeur d'Alene, Ida.—Licensee (Clarence A. Berger and Saul S. Freeman) denied modification of construction permit as in default. Deleted Feb. 20.

KGVL, Greenville, Tex.—Licensee's (Hunt Broadcasting Assn.) application for modification of construction permit dismissed as licensee association dissolved. Deleted April 23.

WRKL, Rock Hill, S. C.—Licensee (P. W. Spencer) requested construction permit to be cancelled, effective April 24.

KECA, Los Angeles—Licensee (Earl C. Anthony, Inc.) consolidated facilities with KEHE, Los Angeles, effective July 31.

KFJZ, Fort Worth, Tex.—Licensee (Fort Worth Broadcasters, Inc.) voluntarily surrendered license. Deleted Sept. 6.

KWTN, Watertown, S. D.—Licensee's (Greater Kampeska Radio Corp.) application for renewal of license denied. Deleted Nov. 6.

1940

WBIL, New York City—Licensee (Arde Bulova) surrendered license. Deleted Jan. 3.

WPG, Atlantic City, N. J.—Licensee (City of Atlantic City) surrendered license. Deleted Jan. 3.

WOV, New York City—Licensee (International Broadcasting Corp.) surrendered license. Deleted Jan. 3, but takes over facilities of WBIL and WPG and continues operating as WOV.

KUMA, Yuma, Ariz.—License of licensee (Albert H. Scherman) revoked, effective Feb. 1.

WSAL, Salisbury, Md.—License of licensee (Frank M. Stearns) revoked, effective March 31.

WMVD, Salisbury, Md.—Licensee (Delmarva Broadcast Co.) voluntarily surrendered construction permit. Deleted May 21.

KWBD, Plainview, Tex.—Construction permit of licensee (W. B. Dennis) cancelled. Deleted May 28.

KPRO, Riverside, Cal.—Construction permit rescinded July 26. (Regranted in 1941.)

WRTD, Richmond, Va.—Licens (*Richmond Times-Dispatch*) conso dated facilities with WRNL, ef tive Sept. 1.

WGMA, Schenectady, N. Y.—Co struction permit rescinded, effecti Oct. 2.

WSSJ, San Juan, P. R.—Constru tion permit rescinded, effective Oc 22.

KCCA, Decorah, Ia.—License Charles Walter Greenley not newed and facility assigned KGLO, Mason City, Ia. Effecti Nov. 4.

1941

KFUN, Las Vegas, Nev.—Constru tion permit voluntarily surrender by Las Vegas Broadcasting Co. Inc Jan. 10.

KHON, Honolulu, Hawaii—Constru tion permit of Hawaiian Broadcas ing System Ltd. (KGMB) rescind ed, April 29.

KYAN, Cheyenne, Wyo.—License Western Broadcasting Co. of Wyom ing voluntarily surrendered, Marc 29.

WBBC, Brooklyn Broadcasting Corp. WLTH, Voice of Brooklyn Inc. WVFW, Paramount Broadcastin Corp.; WARD, United Stat Broadcasting Corp., all of Brook lyn, consolidated under call letter WBYN and license issued to Unite Broadcasting Corp., Brooklyn. E fective May 1.

WCAD, Canton, N. Y.—License volu tarily surrendered by St. Lawrenc University, June 3.

WFAM, South Bend, Ind.—Licens held by *South Bend Tribune* volu tarily surrendered, March 29.

WFLA, Tampa, Fla.—Facilitie granted WSUN, St. Petersbur with which it formerly shared time new station granted to *Tampa Tri une* interests on new frequency, an it assumed call letters WFLA. E fective Jan. 21.

WMWH, Augusta, Ga.—Constructio permit held by W. Montgomer Harison voluntarily surrendere April 30.

WQDM, St. Albans, Vt.—License Regan and Bostwick rescinded, an facilities granted to new compan owned by Lloyd E. Squier and Wi liam E. Ricker (WDEV, Wate bury, Vt.) to operate new statio in same locality under call letter WWSR.

KFDY, Brookings, S. D.—Licens voluntary relinquished by Sout Dakota College, Dec. 1.

KAWM, Gallup, N. M.—License r newal denied in default to A. W Mills (station destroyed by fire o year prior), ordered Dec. 9.

GROUP OWNERSHIP

(*Continued from page 58*)

O. P. Soule—KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.

Spartanburg Advertising Co.—WSPA and WORD, Spartanburg, S. C.

Speidel Newspapers—WGNY, Newburgh, N. Y. (*Poughkeepsie Courier*); KDON, Monterey, Cal. (49.5% owned by *Salinas Index-Journal* and *Post*); KFBC, Cheyenne, Wyo. (26% owned by *Wyoming Eagle* and *Wyoming State Tribune & Leader*).

Lloyd E. Squier-William G. Ricker—WDEV, Waterburg, Vt.; WWSR, St. Albans, Vt.

George B. Storer-John H. Ryan—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; KIRO, Seattle (m).

H. E. Studebaker—KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.

T. W. Symons Jr., Estate—KFPY, Spokane; KGIR, Butte (49½%); KXL, Portland, Ore.

Archie Taft—KOL, Seattle (m); KRKO, Everett, Wash. (m).

D. L. Taylor-Gene Howe-T. E. Snowden—KGNC, Amarillo; KFYO, Lubbock, Tex.; KRGV, Weslaco, Tex.; KTSA, San Antonio.

Harold Thomas—WISE, Asheville, N. C.; WAYS, Charlotte (m).

Harold Thomas—WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.

Horace E. Thomas—KMYC, Marysville, Cal. (50%); KHSL, Chico, Cal. (m); KVCV, Redding, Cal. (m).

W. E. Walker—WMAM, Marinette, Wis. (50%); WSAU, Wausau, Wis.

Louis Wasmer—KHQ and KYA, Spokane; KOL, Seattle (m).

Jonas Weiland—WFTC, Kinston, N. C.; WGBR, Goldsboro, N. C. (m).

Western Radio Corp. (V. B. Kenworthy, 50%; Eva O. and T. M. Hicks, 50%)—KODL, The Dalles, Ore.; KWRC, Pendleton, Ore.

Westinghouse Electric & Mfg. Co.—WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind.

W. E. Whitmore—KGFL, Roswell, N. M.; KWEW, Hobbs, N. M.

Harry C. Wilder—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.

J. W. Woodruff—WATL, Atlanta; WRBL, Columbus, Ga.; WGPC, Albany, Ga.

Hoyt B. Wooten—WREC, Memphis; WHBQ, Memphis (m).

Philip K. Wrigley—WJJD, Chicago (m); WIND, Gary, Ind. (m).

Again in the Twin Cities' Market
8 OF THE 10 TOP STARS
Chosen in Radio Daily's Nationwide Critics' Poll Are Heard Exclusively Over

KSTP

Minneapolis-St. Paul
50,000 Watts—Clear Channel
Exclusive NBC Affiliate for the Twin Cities

XUM

We're Columbia's key to Northern California

Fairchild Aerial Surveys, Inc.

And as a matter of fact KQW is Columbia's key to Northern California's *many* cities. To San Francisco and Oakland — to San Jose and Monterey and the coastal counties — to all the mighty market which centers about the San Francisco Bay area.

That's the market to which KQW brings the complete West Coast schedule of CBS programs—the news and entertainment which *build* and *hold* great audiences. For, on January 1st, 1942 KQW became Columbia's Key Station for Northern California.

Of course, KQW continues its local programming, too — the special events, the wide sports coverage, the old favorites that have served the local interests and needs of Northern Californians for so many years.

It's the kind of combination that means *sales* for advertisers wherever a great station and a great network get together. Get in touch with us or Edward Petry & Company if you want to unlock the pocketbooks of this major market.

KQW

California's Oldest Radio Station

COLUMBIA'S KEY STATION FOR NORTHERN CALIFORNIA

Represented by Edward Petry & Co., Inc.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1942*

K

KABC San Antonio, Tex.
KABR Aberdeen, S. D.
KADA Ada., Okla.
KALB Alexandria, La.
KALE Portland, Ore.
KAND Corsicana, Tex.
KANS Wichita, Kan.
KARK Little Rock, Ark.
KARM Fresno, Cal.
KASA Elk City, Okla.
KAST Astoria, Ore.
KATE Albert Lea, Minn.
KAVE Carlsbad, N. M.
KBIX Muskogee, Okla.
KBIZ Ottumwa, Ia.
KBKR Baker, Ore.
KBND Bend, Ore.
KBON Omaha, Neb.
KBPS Portland, Ore.
KBST Big Spring, Tex.
KBTM Jonesboro, Ark.
KBUR Burlington, Ia.
KBWD Brownwood, Tex.
KCKN Kansas City, Kan.
KCMC Texarkana, Tex.
KCMO Kansas City, Mo.
KCRC Enid, Okla.
KCRJ Jerome, Ariz.
KDAL Duluth, Minn.
KDB Santa Barbara, Cal.
KDFN Casper, Wyo.
KDKA Pittsburgh, Pa.
KDLR Devils Lake, N. D.
KDNT Denton, Tex.
KDON Monterey, Cal.
KDRO Sedalia, Mo.
KDTH Dubuque, Ia.
KDYL Salt Lake City, Utah
KECA Los Angeles, Cal.
KEEW Brownsville, Tex.
KELA Centralia, Wash.
KELD El Dorado, Ark.
KELO Sioux Falls, S. D.
KENO Las Vegas, Nev.
KERN Bakersfield, Cal.
KEUB Price, Utah
KEVE Everett, Wash.
KEVR Seattle, Wash.
KEX Portland, Ore.
KEYS Corpus Christi, Tex.
KFAB Lincoln, Neb.
KFAC Los Angeles, Cal.
KFAM St. Cloud, Minn.
KFAR Fairbanks, Alaska
KFBB Great Falls, Mont.
KFBC Cheyenne, Wyo.
KFBI Wichita, Kan.
KFBK Sacramento, Cal.
KFDA Amarillo, Tex.
KFDM Beaumont, Tex.
KFDY Brookings, S. D.
KFEL Denver, Col.
KFEQ St. Joseph, Mo.
KFFA Helena, Ark.
KFGQ Boone, Ia.
KFH Wichita, Kan.
KFI Los Angeles, Cal.
KFIO Spokane, Wash.
KFIZ Fond du Lac, Wis.
KFJB Marshalltown, Ia.
KFJI Klamath Falls, Ore.
KFJM Grand Forks, N. D.
KFJZ Fort Worth, Tex.
KFKA Greeley, Col.
KFKU Lawrence, Kan.
KFMB San Diego, Cal.
KFNF Shenandoah, Ia.
KFOR Lincoln, Neb.
KFOX Long Beach, Cal.
KFPL Dublin, Tex.
KFPW Ft. Smith, Ark.
KFPY Spokane, Wash.
KFQD Anchorage, Alaska
KFRC San Francisco, Cal.
KFRE Fresno, Cal.
KFRO Longview, Tex.
KFRU Columbia, Mo.
KFSD San Diego, Cal.
KFSG Los Angeles, Cal.
KFUN Las Vegas, N. M.
KFUO Clayton, Mo.
KFVD Los Angeles, Cal.
KFVS Cape Girardeau, Mo.
KFWB Los Angeles, Cal.
KFXD Nampa, Ida.
KFXJ Grand Junction, Col.
KFXM San Bernardino, Cal.
KFYO Lubbock, Tex.
KFYR Bismarck, N. D.
KGA Spokane, Wash.
KGB San Diego, Cal.
KGBS Harlingen, Tex.
KGBU Ketchikan, Alaska
KGBX Springfield, Mo.
KGCU Mandan, N. D.
KGCX Wolf Point, Mont.
KGDE Fergus Falls, Minn.
KGDM Stockton, Cal.
KGEK Sterling, Col.
KGER Long Beach, Cal.
KGEZ Kalispell, Mont.
KGFF Shawnee, Okla.
KGFJ Los Angeles, Cal.
KGFL Roswell, N. M.
KGFW Kearney, Neb.
KGFX Pierre, S. D.
KGGF Coffeyville, Kan.
KGGM Albuquerque, N. M.
KGHF Pueblo, Col.
KGHI Little Rock, Ark.
KGHL Billings, Mont.
KGIR Butte, Mont.
KGIW Alamosa, Col.
KGKB Tyler, Tex.
KGKL San Angelo, Tex.
KGKO Fort Worth, Tex.
KGKY Scottsbluff, Neb.
KGLO Mason City, Ia.
KGLU Safford, Ariz.
KGMB Honolulu, T. H.
KGNC Amarillo, Tex.
KGNF North Platte, Neb.
KGNO Dodge City, Kan.
KGO San Francisco, Cal.
KGU Honolulu, T. H.
KGVO Missoula, Mont.
KGW Portland, Ore.
KGY Olympia, Wash.
KHAS Hastings, Neb.
KHBC Hilo, T. H.
KHBG Okmulgee, Okla.
KHJ Los Angeles, Cal.
KHMO Hannibal, Mo.
KHQ Spokane, Wash.
KHSL Chico, Cal.
KHUB Watsonville, Cal.
KICA Clovis, N. M.
*KICD Spencer, Ia.
KID Idaho Falls, Ida.
KIDO Boise, Ida.
KIDW Lamar, Col.
KIEM Eureka, Cal.
KIEV Glendale, Cal.
KILO Grand Forks, N. D.
KINY Juneau, Alaska
KIRO Seattle, Wash.
KIT Yakima, Wash.
KITE Kansas City, Mo.
KIUL Garden City, Kan.
KIUN Pecos, Tex.
KIUP Durango, Col.
KJBS San Francisco, Cal.
KJR Seattle, Wash.
KLBM LaGrande, Ore.
KLCN Blytheville, Ark.
KLO Ogden, Utah
KLPM Minot, N. D.
KLRA Little Rock, Ark.
KLS Oakland, Cal.
KLUF Galveston, Tex.
KLX Oakland, Cal.
KLZ Denver, Col.
KMA Shenandoah, Ia.
KMAC San Antonio, Tex.
KMBC Kansas City, Mo.
KMED Medford, Ore.
KMJ Fresno, Cal.
KMLB Monroe, La.
KMMJ Grand Island, Neb.
KMO Tacoma, Wash
KMOX St. Louis, Mo.
KMPC Beverly Hills, Cal.
KMTR Los Angeles, Cal.
KMYC Marysville, Cal.
KMYR Denver, Col.
KNEL Brady, Tex.
KNET Palestine, Tex.
KNOW Austin, Tex.
KNX Los Angeles, Cal.
KOA Denver, Col.
KOAC Corvallis, Ore.
KOAM Pittsburg, Kan.
KOB Albuquerque, N. M.
KOBH Rapid City, S. D.
KOCA Kilgore, Tex.
KOCY Oklahoma City, Okla.
KODL The Dalles, Ore.
KOH Reno, Nev.
KOIL Omaha, Neb.
KOIN Portland, Ore.
KOKO La Junta, Col.
KOL Seattle, Wash.
KOMA Oklahoma City, Okla.
KOME Tulsa, Okla.
KOMO Seattle, Wash.
KONO San Antonio, Tex.
KOOS Marshfield, Ore.
KORE Eugene, Ore.
KORN Fremont, Neb.
KOTN Pine Bluff, Ark.
KOVC Valley City, N. D.
KOVO Provo, Utah
KOWH Omaha, Neb.
KOY Phoenix, Ariz.
KPAB Laredo, Tex.
KPAC Port Arthur, Tex.
KPAS Pasadena, Cal.
KPDN Pampa, Tex.
KPFA Helena, Mont.
KPHO Phoenix, Ariz
KPLC Lake Charles, La.
KPLT Paris, Tex.
KPMC Bakersfield, Cal.
KPO San Francisco, Cal.
KPOF Denver, Col.
KPOW Powell, Wyo.
KPPC Pasadena, Cal.
KPQ Wenatchee, Wash.
KPRC Houston, Tex.
KPRO Riverside, Cal.
KQV Pittsburgh, Pa.
KQW San Jose, Cal.
KRBA Lufkin, Tex.
KRBC Abilene, Tex.
KRBM Bozeman, Mont.
KRE Berkeley, Cal.
KRGV Weslaco, Tex.
KRIC Beaumont, Tex.
KRIS Corpus Christi, Tex.
KRJF Miles City, Mont.
KRKD Los Angeles, Cal.
KRKO Everett, Wash.
KRLC Lewiston, Ida.
KRLD Dallas, Tex.
KRLH Midland, Tex.
KRMC Jamestown, N. D.
KRMD Shreveport, La.
KRNR Roseburg, Ore.
KRNT Des Moines, Ia.
KROC Rochester, Minn.
KROD El Paso, Tex.
KROS Clinton, Ia.
KROW Oakland, Cal.
KROY Sacramento, Cal.
KRRV Sherman, Tex.
KRSC Seattle, Wash.
KSAC Manhattan, Kan.
KSAL Salina, Kan.
KSAM Huntsville, Tex.
KSAN San Francisco, Cal.
KSCJ Sioux City, Ia.
KSD St. Louis, Mo.
KSEI Pocatello, Ida.
KSFO San Francisco, Cal.
KSKY Dallas, Tex.
KSL Salt Lake City, Utah
KSLM Salem, Ore.
KSO Des Moines, Ia.
KSOO Sioux Falls, S. D.
KSRO Santa Rosa, Cal.
KSTP St. Paul, Minn.
KSUB Cedar City, Utah
KSUN Lowell, Ariz.
KSWO Lawton, Okla.
KTAR Phoenix, Ariz.
KTBC Austin, Tex.
KTBI Tacoma, Wash.
KTBS Shreveport, La.
KTEM Temple, Tex.
KTFI Twin Falls, Ida.
KTHS Hot Springs, Ark.
KTKC Visalia, Cal.
KTMS Santa Barbara, Cal.
KTNM Tucumari, N. M.
KTOH Lihue, T. H.
KTOK Oklahoma City, Okla.
*KTOM Brainerd, Minn.
KTRB Modesto, Cal.
KTRH Houston, Tex.
KTRI Sioux City, Ia.
*KTRN Tacoma, Wash.
KTSA San Antonio, Tex.
KTSM El Paso, Tex.
KTSW Emporia, Kan.
*KTTS Springfield, Mo.
KTUC Tucson, Ariz.
KTUL Tulsa, Okla.
KTW Seattle, Wash.
KUIN Grants Pass, Ore.
KUJ Walla Walla, Wash.
KUOA Siloam Springs, Ark.
KUSD Vermillion, S. D.
KUTA Salt Lake City, Utah
KVAK Atchison, Kan.
KVAN Vancouver, Wash.
KVCV Redding, Cal.
KVEC San Luis Obispo, Cal.
KVFD Ft. Dodge, Ia.
KVGB Great Bend, Kan.
KVI Tacoma, Wash.
KVIC Victoria, Tex.
KVNU Logan, Utah
KVOA Tucson, Ariz.
KVOD Denver, Col.
KVOE Santa Ana, Cal.
KVOL Lafayette, La.
KVOO Tulsa, Okla.
KVOR Colorado Springs, Col.
KVOS Bellingham, Wash.
KVOX Moorhead, Minn.
KVRS Rock Springs, Wyo.
KVSF Santa Fe, N. M.
KVSO Ardmore, Okla.
KVWC Vernon, Tex.
KWAL Wallace, Ida.
KWAT Watertown, S. D.
KWBW Hutchinson, Kan.
KWEW Hobbs, N. M.
KWFC Hot Springs, Ark.
KWFT Wichita Falls, Tex.
KWG Stockton, Cal.
KWIL Albany, Ore.
KWJB Globe, Ariz.
KWJJ Portland, Ore.
KWK St. Louis, Mo.
KWKH Shreveport, La.
*KWKW Pasadena, Cal.
KWLC Decorah, Ia.
KWLK Longview, Wash.
KWLM Willmar, Minn.
KWNO Winona, Minn.
KWOC Poplar Bluff, Mo.
*KWON Bartlesville, Okla.
KWOS Jefferson City, Mo.
KWRC Pendleton, Ore.
KWSC Pullman, Wash.
KWTO Springfield, Mo.
KWYO Sheridan, Mo.
KXA Seattle, Wash.
KXL Portland, Ore.
KXO El Centro, Cal.
KXOK St. Louis, Mo.
KXOX Sweetwater, Tex.
KXRO Aberdeen, Wash.
KXYZ Houston, Tex.
KYA San Francisco, Cal.
KYCA Prescott, Ariz.
KYOS Merced, Cal.
KYSM Mankato, Minn.
KYUM Yuma, Ariz.
KYW Philadelphia, Pa.

W

WAAB Boston, Mass.
WAAF Chicago, Ill.
WAAT Jersey City, N. J.
WABC New York, N. Y.
WABI Bangor, Me.
WABY Albany, N. Y.
WACO Waco, Tex.
WADC Akron, O.
WAGA Atlanta, Ga.
WAGE Salina, N. Y.
WAGF Dothan, Ala.
WAGM Presque Isle, Me.
WAIM Anderson, S. C.
WAIR Winston-Salem, N. C.
WAIT Chicago, Ill.
WAJR Morgantown, W. Va.
WAKR Akron, O.
WALA Mobile, Ala.
WALB Albany, Ga.
*WALL Middletown, N. Y.
WAML Laurel, Miss.
WAOV Vincennes, Ind.
WAPI Birmingham, Ala.
WAPO Chattanooga, Tenn.
WARM Scranton, Pa.
WASH Grand Rapids, Mich.
*WASK Lafayette, Ind.
WATL Atlanta, Ga.
WATN Watertown, N. Y.
WATR Waterbury, Conn.
WATW Ashland, Wis.
WAVE Louisville, Ky.
WAWZ Zarephath, N. J.
WAYS Charlotte, N. C.
WAYX Waycross, Ga.
WAZL Hazleton, Pa.
WBAA West Lafayette, Ind.
WBAB Atlantic City, N. J.
WBAL Baltimore, Md.
WBAP Fort Worth, Tex.
WBAX Wilkes-Barre, Pa.
WBBB Burlington, N. C.
WBBL Richmond, Va.
WBBM Chicago, Ill.
WBBR Brooklyn, N. Y.
WBBZ Ponca City, Okla.
WBCM Bay City, Mich.
WBEN Buffalo, N. Y.
WBHP Huntsville, Ala.
WBIG Greensboro, N. C.
WBIR Knoxville, Tenn.
WBLJ Dalton, Ga.
WBLK Clarksburg, W. Va.
WBML Macon, Ga.
WBNS Columbus, O.
WBNX New York, N. Y.
WBNY Buffalo, N. Y.
WBOC Salisbury, Md.
WBOW Terre Haute, Ind.
WBRB Red Bank, N. J.
WBRC Birmingham, Ala.
WBRE Wilkes-Barre, Pa.
WBRK Pittsfield, Mass.
WBRW Welch, W. Va.
WBRY Waterbury, Conn.
WBT Charlotte, N. C.
WBTA Batavia, N. Y.
WBTH Williamson, W. Va.
WBTM Danville, Va.
WBYN Brooklyn, N. Y.
WBZ Boston, Mass.
WBZA Boston, Mass.
WCAE Pittsburgh, Pa.
WCAL Northfield, Minn.
WCAM Camden, N. J.
WCAO Baltimore, Md.
WCAP Asbury Park, N. J.
WCAR Pontiac, Mich.
WCAT Rapid City, S. D.
WCAU Philadelphia, Pa.
WCAX Burlington, Vt.
WCAZ Carthage, Ill.
WCBA Allentown, Pa.
WCBI Columbus, Miss.
WCBM Baltimore, Md.
WCBS Springfield, Ill.
WCBT
Roanoke Rapids, N. C.
WCCO Minneapolis, Minn.
WCED DuBois, Pa.
WCFL Chicago, Ill.
WCHS Charleston, W. Va.
WCHV Charlottesville, Va.
WCKY Cincinnati, O.
WCLE Cleveland, O.
WCLO Janesville, Wis.
WCLS Joliet, Ill.
WCMI Ashland, Ky.
WCNC Elizabeth City, N. C.
WCNW Brooklyn, N. Y.
WCOA Pensacola, Fla.
WCOC Meridian, Miss.
WCOL Columbus, O.
WCOP Boston, Mass.
WCOS Columbia, S. C.
WCOU Lewiston, Me.
WCOV Montgomery, Ala.
WCPO Cincinnati, O.
WCRS Greenwood, S. C.
WCRW Chicago, Ill.
WCSC Charleston, S. C.
WCSH Portland, Me.
WDAE Tampa, Fla.
WDAF Kansas City, Mo.
WDAK West Point, Ga.
WDAN Danville, Ill.
WDAS Philadelphia, Pa.
WDAY Fargo, N. D.
WDBC Escanaba, Mich.
WDBJ Roanoke, Va.
WDBO Orlando, Fla.
WDEF Chattanooga, Tenn.
WDEL Wilmington, Del.
WDEV Waterbury, Vt.
WDGY Minneapolis, Minn.
WDLP Panama City, Fla.
WDMJ Marquette, Mich.
WDNC Durham, N. C.
WDOD Chattanooga, Tenn.
WDRC Hartford, Conn.
WDSM Duluth, Minn.
WDSU New Orleans, La.
WDWS Champaign, Ill.
WDZ Tuscola, Ill.
WEAF New York, N. Y.
WEAN Providence, R. I.
WEAU Eau Claire, Wis.
WEBC Duluth, Minn.
WEBQ Harrisburg, Ill.
WEBR Buffalo, N. Y.
WEDC Chicago, Ill.
WEED Rocky Mount, N. C.
WEEI Boston, Mass.
WEEU Reading, Pa.
*WEGO Concord, N. C.
WEIM Fitchburg, Mass.
WELI New Haven, Conn.
WELL Battle Creek, Mich.
WEMP Milwaukee, Wis.
WENR Chicago, Ill.
WENY Elmira, N. Y.
WEOA Evansville, Ind.
WERC Erie, Pa.
WEST Easton, Pa.
WESX Salem, Mass.
WEVD New York, N. Y.
WEW St. Louis, Mo.
WEXL Royal Oak, Mich.
WFAA Dallas, Tex.
WFAS White Plains, N. Y.
WFBC Greenville, S. C.
WFBG Altoona, Pa.
WFBL Syracuse, N. Y.
WFBM Indianapolis, Ind.
WFBR Baltimore, Md.
WFCI Providence, R. I.
WFDF Flint, Mich.
WFEA Manchester, N. H.
WFHR
Wisconsin Rapids, Wis.
WFIG Sumter, S. C.
WFIL Philadelphia, Pa.
WFIN Findlay, O.
WFLA Tampa, Fla.
WFMD Frederick, Md.
WFMJ Youngstown, O.
WFNC Fayetteville, N. C.
WFOR Hattiesburg, Miss.
WFOY St. Augustine, Fla.
WFPG Atlantic City, N. J.
WFTC Kinston, N. C.
WFTL Ft. Lauderdale, Fla.
WFTM Fort Myers, Fla.
WFVA Fredericksburg, Va.
WGAA Cedartown, Ga.
WGAC Augusta, Ga.
WGAL Lancaster, Pa.
WGAN Portland, Me.
WGAR Cleveland, O.
WGAU Athens, Ga.
WGBB Freeport, N. Y.
WGBF Evansville, Ind.
WGBG Greensboro, N. C.
WGBI Scranton, Pa.
WGBR Goldsboro, N. C.
WGCM Gulfport, Miss.
WGES Chicago, Ill.
WGGA Gainesville, Ga.
WGH Newport News, Va.
WGIL Galesburg, Ill.
WGKV Charleston, W. Va.
WGL Ft. Wayne, Ind.
WGN Chicago, Ill.
WGNC Gastonia, N. C.
WGNY Newburg, N. Y.
WGOV Valdosta, Ga.
WGPC Albany, Ga.
WGR Buffalo, N. Y.
*WGRB Grand Rapids, Mich.
WGRC New Albany, Ind.
WGRM Greenwood, Miss.
WGST Atlanta, Ga.
WGTC Greenville, N. C.
WGTM Wilson, N. C.
WGY Schenectady, N. Y.
WHA Madison, Wis.
WHAI Greenfield, Mass.
WHAL Saginaw, Mich.
WHAM Rochester, N. Y.
WHAS Louisville, Ky.
WHAT Philadelphia, Pa.
WHAZ Troy, N. Y.
WHB Kansas City, Mo.
WHBB Selma, Ala.
WHBC Canton, O.
WHBF Rock Island, Ill.
WHBI Newark, N. J.
WHBL Sheboygan, Wis.
WHBQ Memphis, Tenn.
WHBU Anderson, Ind.
WHBY Appleton, Wis.
WHCU Ithaca, N. Y.
WHDF Calumet, Mich.
WHDH Boston, Mass.
WHDL Olean, N. Y.
WHEB Portsmouth, N. H.
WHEC Rochester, N. Y.
WHFC Cicero, Ill.
WHIO Dayton, O.
WHIP Hammond, Ind.
WHIS Bluefield, W. Va.
*WHIT New Bern, N. C.
WHIZ Zanesville, O.
WHJB Greensburg, Pa.
WHK Cleveland, O.
WHKC Columbus, O.
WHKY Hickory, N. C.
WHLB Virginia, Minn.
WHLD Niagara Falls, N. Y.
WHLN Harlan, Ky.
WHLS Port Huron, Mich.
WHMA Anniston, Ala.
WHN New York, N. Y.
WHO Des Moines, Ia.
WHOM Jersey City, N. J.
WHOP Hopkinsville, Ky.
WHP Harrisburg, Pa.
WHUB Cookeville, Tenn.
WHYN Holyoke, Mass.
WIAC San Juan, P. R.
WIBA Madison, Wis.
WIBC Indianapolis, Ind.
WIBG Philadelphia, Pa.
WIBM Jackson, Mich.
WIBU Poynette, Wis.
WIBW Topeka, Kan.
WIBX Utica, N. Y.
WICA Ashtabula, O.
WICC Bridgeport, Conn.
WIGM Medford, Wis.
WIL St. Louis, Mo.
WILL Urbana, Ill.
WILM Wilmington, Del.
WINC Winchester, Va.
WIND Gary, Ind.
WING Dayton, O.
*WINK Louisville, Ky.
WINN Louisville, Ky.
WINS New York, N. Y.
WINX Washington, D. C.
WIOD Miami, Fla.
WIP Philadelphia, Pa.
WIRE Indianapolis, Ind.
WIS Columbia, S. C.
WISE Asheville, N. C.
WISH Indianapolis, Ind.
WISN Milwaukee, Wis.
WISR Butler, Pa.
WITH Baltimore, Md.
WIZE Springfield, O.
WJAC Johnstown, Pa.
WJAG Norfolk, Neb.
WJAR Providence, R. I.
WJAS Pittsburgh, Pa.
WJAX Jacksonville, Fla.
WJBC Bloomington, Ill.
WJBK Detroit, Mich.
WJBO Baton Rouge, La.
WJBW New Orleans, La.
WJBY Gadsden, Ala.
*WJDC Jacksonville, Fla.
WJDX Jackson, Miss.
WJEJ Hagerstown, Md.
WJHL Johnson City, Tenn.
WJHO Opelika, Ala.
WJHP Jacksonville, Fla.
WJIM Lansing, Mich.
WJJD Chicago, Ill.
WJLB Detroit, Mich.
*WJLD Bessemer,
WJLS Beckley, W. Va.
WJMA Covington, Va.
WJMC Rice Lake, Wis.
WJMS Ironwood, Mich.
WJNO W. Palm Beach, Fla.
WJOB Hammond, Ind.
*WJPA Washington, Pa.

(Continued on page 64)

XUM

Progressive management and an outstanding staff have made KSFO a leader in Western broadcasting.

With this same directing personnel, KSFO looks with confidence to its future as one of America's great radio stations.

KSFO SAN FRANCISCO, CALIF.

Owned and operated by The Associated Broadcasters, Inc.

Represented nationally by Weed & Company

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1942*

[Continued from page 62]

W *(Continued)*

WJPF Herrin, Ill.
WJPR Greenville, Miss.
WJR Detroit, Mich.
WJRD Tuscaloosa, Ala.
WJSV Washington, D. C.
WJTN Jamestown, N. Y.
WJW Akron, O.
WJZ New York, N. Y.
WJZM Clarkesville, Tenn.
WKAQ San Juan, Puerto Rico
WKAR East Lansing, Mich.
WKAT Miami Beach, Fla.
WKBB Dubuque, Ia.
WKBH LaCrosse, Wis.
WKBN Youngstown, O.
WKBO Harrisburg, Pa.
WKBV Richmond, Ind.
WKBW Buffalo, N. Y.
WKBZ Muskegon, Mich.
WKEU Griffin, Ga.
WKGA Tampa, Fla.
WKIP Poughkeepsie, N. Y.
WKMO Kokomo, Ind.
WKNE Keene, N. H.
WKNY Kingston, N. Y.
WKOK Sunbury, Pa.
WKPA New Kensington, Pa.
WKPT Kingsport, Tenn.
WKRC Cincinnati, O.
WKRO Cairo, Ill.
WKST New Castle, Pa.
WKWK Wheeling, W. Va.
WKY Oklahoma City, Okla.
WKZO Kalamazoo, Mich.
WLAC Nashville, Tenn.
WLAG La Grange, Ga.
WLAK Lakeland, Fla.
*WLAN Endicott, N. Y.
WLAP Lexington, Ky.
WLAV Grand Rapids, Mich.
WLAW Lawrence, Mass.
WLB Minneapolis, Minn.
WLBC Muncie, Ind.
WLBJ Bowling Green, Ky.
WLBL Stevens Point, Wis.
WLBZ Bangor, Me.
WLDS Jacksonville, Ill.
WLEU Erie, Pa.
WLLH Lowell, Mass.
WLNH Laconia, N. H.
WLOF Orlando, Fla.
WLOG Logan, W. Va.
WLOK Lima, O.
WLOL Minneapolis, Minn.
WLPM Suffolk, Va.
WLS Chicago, Ill.
WLVA Lynchburg, Va.
WLW Cincinnati, O.
WMAL Washington, D. C.
WMAM Marinette, Wis.
WMAN Mansfield, O.
WMAQ Chicago, Ill.
WMAS Springfield, Mass.
*WMAW Worcester, Mass.
WMAZ Macon, Ga.
WMBD Peoria, Ill.
WMBG Richmond, Va.
WMBH Joplin, Mo.
WMBI Chicago, Ill.
WMBO Auburn, N. Y.
WMBR Jacksonville, Fla.
WMBS Uniontown, Pa.
WMC Memphis, Tenn.
WMCA New York, N. Y.
WMEX Boston, Mass.
WMFD Wilmington, N. C.
WMFF Plattsburg, N. Y.
WMFG Hibbing, Minn.
WMFJ Daytona Beach, Fla.
WMFR High Point, N. C.
WMGA Moultrie, Ga.
WMIN St. Paul, Minn.
WMIS Natchez, Miss.
WMJM Cordele, Ga.
WMMN Fairmont, W. Va.
WMOB Mobile, Ala.
WMOG Brunswick, Ga.
WMPC Lapeer, Mich.
WMPS Memphis, Tenn.
WMRC Greenville, S. C.
WMRF Lewistown, Pa.
WMRN Marion, O.
WMRO Aurora, Ill.
WMSD Sheffield, Ala.
WMSL Decatur, Ala.
WMT Cedar Rapids, Ia.
WMUR Manchester, N. H.
WMVA Martinsville, Va.
WNAB Bridgeport, Conn.
WNAC Boston, Mass.
WNAD Norman, Okla.
WNAX Yankton, S. D.
WNBC New Britain, Conn.
WNBF Binghamton, N. Y.
WNBH New Bedford, Mass.
WNBZ Saranac Lake, N. Y.
WNEL
San Juan, Puerto Rico
WNEW New York, N. Y.
WNLC New London, Conn.
WNOE New Orleans, La.
WNOX Knoxville, Tenn.
WNYC New York, N. Y.
WOAI San Antonio, Tex.
WOC Davenport, Ia.
WOCB Osterville, Mass.
WOI Ames, Ia.
WOKO Albany, N. Y.
WOL Washington, D. C.
WOLF Syracuse, N. Y.
WOLS Florence, S. C.
WOMI Owensboro, Ky.
WOMT Manitowoc, Wis.
WOOD Grand Rapids, Mich.
WOPI Bristol, Tenn.
WOR Newark, N. J.
WORC Worcester, Mass.
WORD Spartanburg, S. C.
WORK York, Pa.
WORL Boston, Mass.
WOSH Oshkosh, Miss.
WOSU Columbus, O.
WOV New York, N. Y.
WOW Omaha, Neb.
WOWO Ft. Wayne, Ind.
WPAB Ponce, Puerto Rico
WPAD Paducah, Ky.
WPAR Parkersburg, W. Va.
WPAT Paterson, N. J.
WPAX Thomasville, Ga.
WPAY Portsmouth, O.
WPEN Philadelphia, Pa.
*WPER Deland, Fla.
WPIC Sharon, Pa.
WPID Petersburg, Va.
WPRA
Mayaguez, Puerto Rico
WPRO Providence, R. I.
WPRP Ponce, Puerto Rico
WPTF Raleigh, N. C.
WQAM Miami, Fla.
WQAN Scranton, Pa.
WQBC Vicksburg, Miss.
WQXR New York, N. Y.
WRAK Williamsport, Pa.
WRAL Raleigh, N. C.
WRAW Reading, Pa.
WRBL Columbus, Ga.
WRC Washington, D. C.
WRDO Augusta, Me.
WRDW Augusta, Ga.
WREC Memphis, Tenn.
WREN Lawrence, Kan.
WRGA Rome, Ga.
WRJN Racine, Wis.
WRLC Toccoa, Ga.
WRNL Richmond, Va.
WROK Rockford, Ill.
WROL Knoxville, Tenn.
WRR Dallas, Tex.
WRRF Washington, N. C.
WRRN Marion, O.
WRUF Gainesville, Fla.
WRVA Richmond, Va.
WSAI Cincinnati, O.
WSAJ Grove City, Pa.
WSAM Saginaw, Mich.
WSAN Allentown, Pa.
WSAR Fall River, Mass.
WSAU Wausau, Wis.
WSAV Savannah, Ga.
WSAY Rochester, N. Y.
WSAZ Huntington, W. Va.
WSB Atlanta, Ga.
*WSBA York, Pa.
WSBC Chicago, Ill.
WSBT South Bend, Ind.
WSFA Montgomery, Ala.
WSGN Birmingham, Ala.
WSIX Nashville, Tenn.
WSJS Winston-Salem, N. C.
WSKB McComb, Miss.
WSLB Ogdensburg, N. Y.
WSLI Jackson, Miss.
WSLS Roanoke, Va.
WSM Nashville, Tenn.
WSMB New Orleans, La.
WSNJ Bridgeton, N. J.
WSOC Charlotte, N. C.
WSON Henderson, Ky.
WSOO
Sault Ste. Marie, Mich.
WSOY Decatur, Ill.
WSPA Spartanburg, S. C.
WSPB Sarasota, Fla.
WSPD Toledo, O.
WSPR Springfield, Mass.
WSRR Stamford, Conn.
WSTP Salisbury, N. C.
WSTV Steubenville, O.
WSUI Iowa City, Ia.
WSUN St. Petersburg, Fla.
WSVA Harrisonburg, Va.
WSVS Buffalo, N. Y.
WSYB Rutland, Vt.
WSYR Syracuse, N. Y.
WTAD Quincy, Ill.
WTAG Worcester, Mass.
WTAL Tallahassee, Fla.
WTAM Cleveland, O.
WTAQ Green Bay, Wis.
WTAR Norfolk, Va.
WTAW College Station, Tex.
WTAX Springfield, Ill.
WTBO Cumberland, Md.
WTCM Traverse City, Mich.
WTCN Minneapolis, Minn.
WTEL Philadelphia, Pa.
WTHT Hartford, Conn.
WTIC Hartford, Conn.
WTJS Jackson, Tenn.
WTMA Charleston, S. C.
WTMC Ocala, Fla.
WTMJ Milwaukee, Wis.
WTMV E. St. Louis, Ill.
WTNJ Trenton, N. J.
WTOC Savannah, Ga.
WTOL Toledo, O.
WTRC Elkhart, Ind.
WTRY Troy, N. Y.
WTSP St. Petersburg, Fla.
*WTTM Trenton, N. J.
WWDC Washington, D. C.
WWJ Detroit, Mich.
WWL New Orleans, La.
WWNC Asheville, N. C.
WWNY Watertown, N. Y.
WWPG Lake Worth, Fla.
WWRL Woodside, N. Y.
WWSR St. Albans, Vt.
WWSW Pittsburgh, Pa.
WWVA Wheeling, W. Va.
WXYZ Detroit, Mich.

SHORTWAVE

KDIW San Francisco
KGEI San Francisco
WBOS Hull, Mass.
WCAB Newton Square, Pa.
WCBX Brentwood, N. Y.
WCRC Brentwood, N. Y.
WGEA
So. Schenectady, N. Y.
WGEO
So. Schenectady, N. Y.
WLWO Mason, O.
WNBI Bound Brook, N. J.
WRCA Bound Brook, N. J.
WRUL Scituate, Mass.
WRUW Scituate, Mass.

WCSH

PORTLAND MAINE

5000 Watts 970 Kilocycles

An NBC Basic Red Network Station

Broadcasting to Maine's Major Markets Since 1925

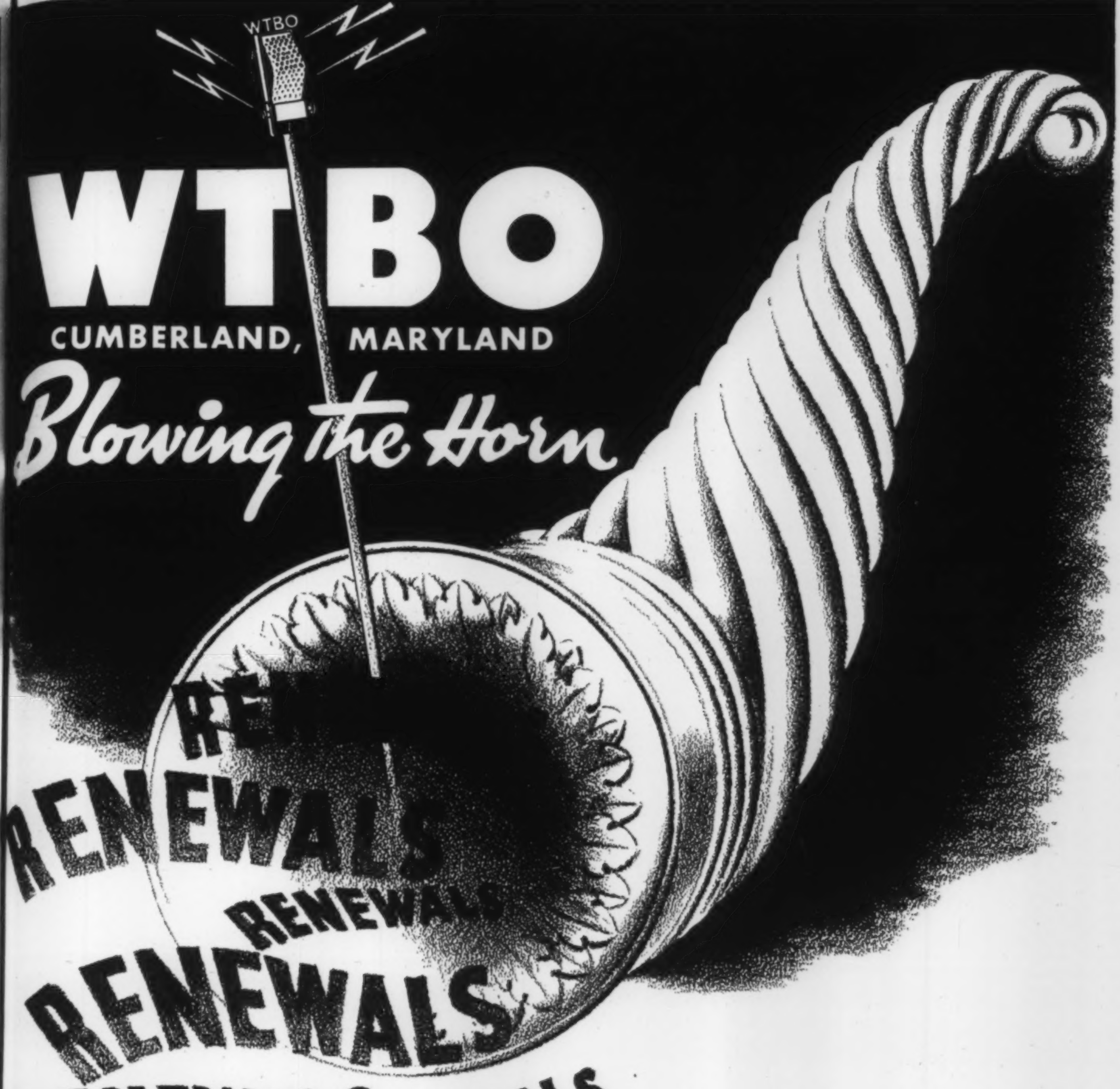
Weed & Company
National Representatives

Bertha Bannan
New England Representative

WTBO

CUMBERLAND, MARYLAND

Blowing the Horn


WTBO
RENEWALS
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RENEWALS

AP · UP · WBS · NBC Thesaurus
820 KC CLEAR
NAB

NATIONAL REPRESENTATIVES: INTERNATIONAL RADIO SALES

CKAC

CKAC

CKAC

CKAC

CARRIES
THE
MOST
IMPRESSIVE
LIST
OF
ADVERTISERS
IN
THE
COUNTRY

CKAC
MONTREAL

5000 Watts • 730 Kc.

"CANADA'S BUSIEST STATION"
Columbia Outlet

U.S.A.
Joseph H. McGillvra

TORONTO
C. W. Wright

Directory of Canadian Stations

By Call Letters

**Not yet in operation Jan. 1, 1942*

CBA	Sackville, N. B.
CBF	Montreal, Que.
CBJ	Chicoutimi, Que.
CBK	Watrous, Sask.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B. C.
CBV	Quebec, Que.
CBY	Toronto, Ont.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCT	Victoria, B. C.
CFCY	Charlottetown, P.E.I.
CFGP,	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFLC	Prescott, Ont.
CFNB	Fredericton, N. B.
CFOS	Owen Sound, Ont.
CFPL	London, Ont.
CFPR	Prince Rupert, B. C.
CFQC	Saskatoon, Sask.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRN	Edmonton, Alta.
CHAB	Moose Jaw, Sask.
CHCK	Charlottetown, P.E.I.
CHEX	Peterborough, Ont.
CHGB	St. Anne de la Pocatiere, Que.
CHGS	Summerside, P.E.I.
CHLN	Three Rivers, Que.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
CHNC	New Carlisle, Que.
CHNS	Halifax, N. S.
CHRC	Quebec, Que.
CHSJ	St. John, N. B.
CHWK	Chilliwack, B. C.
CJAT	Trail, B. C.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCJ	Calgary, Alta.
CJCS	Stratford, Ont.
CJGX	Yorkton, Sask.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
CJOC	Lethbridge, Alta.
CJOR	Vancouver, B. C.
CJRC	Winnipeg, Man.
CJRM	Regina, Sask.
CKAC	Montreal, Que.
CKBI	Prince Albert, Sask.
CKCA	Kenora, Ont.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCL	Toronto, Ont.
CKCO	Ottawa, Ont.
CKCR	Kitchener, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKGB	Timmins, Ont.
CKLN	Nelson, B. C.
CKLW	Windsor,
CKMC	Cobalt,
CKMO	Vancouver, B.
CKNB	Campbellton, N.
CKNX	Wingham,
CKOC	Hamilton,
CKOV	Kelowna, B.
CKPC	Brantford,
CKPR	Port Arthur,
CKRC	Revelstoke, B.
CKRN	Rouyn,
CKSO	Sudbury,
CKTB	St. Catharines,
CKUA	Edmonton,
CKVD	Val d'Or,
CKWX	Vancouver, B.
CKX	Brandon,
CKY	Winnipeg,

SHORT WAVE

CJCX	Sydney, N.
CJRO	Winnipeg,
CJRX	Winnipeg,
CFRX	Toronto,
CFVP	Calgary,
CHNX	Halifax, N.
CKFX	Vancouver, B.
CBFW	Montreal,
CBFX	Montreal,
CBFY	Montreal,
CBFZ	Montreal,
CFCX	Montreal,

Advertising Men Shocked

Advertising men of Detroit were amazed some time ago when there appeared in the annual radio number of the world-famous "Adcrafter" of Detroit an advertisement as follows:

> . . . There are no less than half a dozen good radio stations in southeastern Michigan.
> . . . We believe that an advertising campaign on any one of them, intelligently and adequately planned, will prove satisfactory.
> . . . WE KNOW—and an increasingly large number of important national advertisers with impressive names are daily proving to themselves—that a surprisingly moderate appropriation used on WCAR will deliver a potent message to a large, loyal audience with far more than ordinary results.
>
> WCAR—Pontiac

Advertising men were astonished that any radio station should admit: (1) that there are other stations in the vicinity; (2) that anybody ever advertises on them; (3) that any misguided advertiser could ever be happy in so doing.

But was WCAR's admittedly unorthodox copy so "screwy" after all? Hasn't an eminent half-Englishman, half-American, recently taught all propagandists (including advertising media and men) the irresistible effect of plain speaking, and the secret of his tremendous force—which is that he is a positive genius at overwhelming, by understating.

WCAR hopes it will be accepted as excessive understatement, that "advertising on WCAR is a good investment".

WCAR—PONTIAC, Michigan . . . 1,000 Watts

KMBC

invites you

INTO
THE
FOLD

Only a *BIG-TIME* station can do a *BIG-TIME* job!

And in Kansas City, it's easy to spot the *big-time* station—the station that leads in service tor listeners and advertisers—the station that stands out in talent, production, and promotion.

KMBC maintains a trained staff of nearly 100 people, including the only full-time Farm Service Director in Kansas City . . . four veteran news men and both AP and Transradio press services . . . the nation's most popular local sports announcer . . . three full-time home-making experts . . . Kansas City's largest staff of radio entertainers.

KMBC broadcasts more than thirty solid hours of service programs each week—news, farm and markets, education, public affairs, home economics. KMBC is the only Kansas City station regularly originating network shows.

KMBC alone in Kansas City works consistently to build territorial audience with radio and press publicity, newspaper and outdoor advertising, and personal appearances by staff members.

For a *big-time* job, put KMBC to work in this rich Missouri-Kansas market.

Only CBS Basic Station Serving Missouri and Kansas

KMBC

OF KANSAS CITY

. . . with the finest list of national spot advertisers on the Kansas City air

We're proud — and justifiably so — of the volume of national spot business on KMBC. Proud, too, of the blue-ribbon quality of this business.

But above all, we're proud of our record for *keeping* advertisers with us year after year. It's a fact that only one out of every four national spot accounts on KMBC is new to the station. *Three out of four are renewals.*

This consistently high ratio of come-back business is our best sales argument. For in the final analysis, the only way we get renewals is by producing *results*. We'd like to produce for you. Won't you come into the fold?

XUM

XUM

"PHENOMENON, ELECTRIFYING HISTORY," radio's most fascinating adventure story, ideal for electrical utility sponsorship. Written, produced by KMBC staff members—65 romantic episodes transcribed in Hollywood.

BONNIE KING, gorgeous young KMBC vocalist, veteran of CBS and NBC commercials, now starring on CBS-KMOX

FRAN HEYSER, KMBC producer. His experience with big-time network and spot productions guarantees a polished job on any program.

JANET HUCKINS, brilliant young KMBC writer. Now authoring "Arnold Grimm's Daughter" on NBC for General Mills.

THE TEXAS RANGERS, favorites of film-goers and listeners throughout America, successfully featured in Texas by Kellogg. The Texas Rangers Library available for use on non-competing stations

BRUSH CREEK FOLLIES—KMBC's big barn-dance show originating in Kansas City each Saturday afternoon—carried by CBS coast-to-coast

PUN & PUNISHMENT—KMBC's exciting and hilarious new copyrighted radio game. Available for network presentation after a sensationally successful test in Kansas City.

ARTHUR B. CHURCH, President and Founder of KMBC. Director of Arthur B. Church Productions

KARL KOERPER, Vice President and Managing Director of KMBC.

Next Stop-*STARDOM*

It's a shorter step than it seems when a KMBC artist moves into a coast-to-coast spot—for KMBC talent and programs are unanimously of network calibre. The station that pays a premium for fine production has already contributed more than its share to Radio's roster of BIG names. And today, many a future headliner—many a stellar program—is waiting to work for you under the famous label

"An Arthur B. Church Production"

KMBC

For information consult one of these offices:

Management Corporation of America
745 Fifth Avenue
Wickersham 2-8900
New York City

George E. Halley
400 Deming Place
Diversey 4400
Chicago

Arthur B. Church
Karl Koerper
KMBC—Pickwick Hotel
Harrison 2650
Kansas City

Bob Braun
KMBC Hollywood Talent Manager
721 North Croft
Walnut 0735
Los Angeles

XUM

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(*Licensed or Authorized by FCC as of January 1, 1942*)

**CP granted for increase in power.* *†Construction permit for new station.* *‡Special authorization for power or frequency.* *CP—Construction permit for frequency.*
L—Limited time; operates night hours only when dominant station is not operating.

Call Letters	City	Day Power in Watts	Night Power in Watts
	550 KC. REGIONAL		
OY	Phoenix, Ariz.	1,000	1,000
		*5,000	1,000
D	St. Louis	5,000	1,000
GR	Buffalo, N. Y.	5,000	1,000
YR	Bismarck, N. D.	5,000	5,000
KRC	Cincinnati, O.	5,000	1,000
OAC	Corvallis, Ore.	1,000	1,000
		*5,000	1,000
TSA	San Antonio, Tex.	5,000	1,000
DEV	Waterbury, Vt.	1,000	....
SVA	Harrisonburg, Va.	1,000	....
	560 KC. REGIONAL		
SFO	San Francisco	5,000	1,000
LZ	Denver	5,000	5,000
QAM	Miami, Fla.	1,000	1,000
		*5,000	1,000
IND	Gary, Ind.	5,000	5,000
GAN	Portland, Me.	5,000	5,000
WTO	Springfield, Mo.	5,000	....
		5,000	*5,000
FIL	Philadelphia	1,000	1,000
IS	Columbia, S. C.	5,000	1,000
		5,000	*5,000
FDM	Beaumont, Tex.	1,000	1,000
PQ	(CP) Wenatchee, Wash.	*1,000	*500
	570 KC. REGIONAL		
MTR	Los Angeles	1,000	1,000
MCA	New York	5,000	5,000
SYR	Syracuse, N. Y.	5,000	5,000
WNC	Asheville, N. C.	1,000	1,000
		*5,000	*5,000
KBN	Youngstown, O.	1,000	500
		*5,000	*5,000
NAX	Yankton, S. D.	5,000	1,000
		5,000	*5,000
GKO	Ft. Worth, Tex.	5,000	5,000
UTA	Salt Lake City, Utah	250	250
		*5,000	*1,000
VI	Tacoma, Wash.	5,000	5,000
MAM	Marinette, Wis.	250	....
	580 KC. REGIONAL		
MJ	Fresno, Cal.	5,000	5,000
DBO	Orlando, Fla.	5,000	5,000
ILL	Urbana, Ill.	5,000	....
SAC	Manhattan, Kan.	1,000	500
IBW	Topeka, Kan.	5,000	5,000
TAG	Worcester, Mass.	5,000	5,000
WIAC	San Juan, P. R.	5,000	5,000
CHS	Charleston, W. Va.	5,000	5,000
	590 KC. REGIONAL		
WAGA	(CP)Atlanta, Ga.	*5,000	*5,000
KGMB	Honolulu, Hawaii	5,000	5,000
WEEI	Boston, Mass.	5,000	5,000
WKZO	Kalamazoo, Mich.	5,000	1,000
		5,000	*5,000
WOW	Omaha, Neb.	5,000	5,000
WMBS	Uniontown, Pa.	1,000	1,000
KHQ	Spokane, Wash.	5,000	5,000
	600 KC. REGIONAL		
KFSD	San Diego, Cal.	5,000	1,000
		5,000	*5,000
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	5,000
WCAO	Baltimore, Md.	1,000	500
		*5,000	*5,000
WSJS	Winston-Salem, N. C.	250	250
		*1,000	*1,000
WREC	Memphis, Tenn.	5,000	5,000
KROD	El Paso, Tex.	1,000	500
	610 KC. REGIONAL		
WSGN	Birmingham, Ala.	1,000	1,000
KFAR	Fairbanks, Alaska	1,000	1,000
KFRC	San Francisco	5,000	5,000
WIOD	Miami, Fla.	5,000	5,000
KDAL	Duluth, Minn.	1,000	1,000
WDAF	Kansas City, Mo.	5,000	5,000
WMUR	Manchester, N. H.	5,000	1,000
WAYS	Charlotte, N. C.	1,000	1,000
WCLE	Cleveland, O.	500	....
WIP	Philadelphia, Pa.	5,000	5,000
	620 KC. REGIONAL		
KTAR	Phoenix, Ariz.	5,000	5,000
WSUN	St. Petersburg, Fla.	5,000	5,000
WLBZ	Bangor, Me.	1,000	500
		*5,000	*5,000
WAGE	Syracuse, N. Y.	1,000	1,000
KGW	Portland, Ore.	5,000	5,000
WHJB	Greensburg, Pa.	250	....
WKAQ	San Juan, P. R.	5,000	5,000
WROL	Knoxville, Tenn.	1,000	500
KWFT	Wichita Falls, Tex.	5,000	1,000
WCAX	Burlington, Vt.	1,000	1,000
WTMJ	Milwaukee, Wis.	5,000	5,000
	630 KC. REGIONAL		
KVOD	Denver, Colo.	1,000	1,000
		*5,000	*5,000
WMAL	Washington, D. C.	5,000	5,000
KXOK	St. Louis	5,000	5,000
KOH	Reno, Nev.	1,000	1,000
WPRO	Providence, R. I.	5,000	5,000
KGFX	Pierre, S. D.	200	....
	640 KC. CLEAR		
KFI	Los Angeles	50,000	50,000
WOI	Ames, Ia.	5,000	....
WHKC	Columbus, O.	500	L-500
WNAD	Norman, Okla.	1,000	....
	650 KC. CLEAR		
WSM	Nashville, Tenn.	50,000	50,000
	660 KC. CLEAR		
KOWH	Omaha, Neb.	500	....
WEAF	New York	50,000	50,000
KSKY	Dallas, Tex.	1,000	....
	670 KC. CLEAR		
WMAQ	Chicago	50,000	50,000
	680 KC. CLEAR		
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	5,000	5,000
KFEQ	St. Joseph, Mo.	2,500	L-500
		*5,000	*5,000
WPTF	Raleigh, N. C.	50,000	50,000
WISR	Butler, Pa.	250	....
	690 KC. CLEAR		
KGGF	Coffeyville, Kan.	1,000	500
	700 KC. CLEAR		
WLW	Cincinnati, O.	50,000	50,000
	710 KC. CLEAR		
KMPC	Beverly Hills, Cal.	5,000	1,000
WFTL	(CP)Ft. Lauderdale, Fla.	*10,000	*10,000
WOR	New York	50,000	50,000
KIRO	Seattle, Wash.	50,000	50,000
	720 KC. CLEAR		
WGN	Chicago	50,000	50,000
	730 KC. CLEAR		
	740 KC. CLEAR		
KQW	San Jose, Cal.	5,000	5,000
KTRH	(CP)Houston, Tex.	*50,000	*50,000
	750 KC. CLEAR		
WSB	Atlanta, Ga.	50,000	50,000
KMMJ	Grand Island, Neb.	1,000	L-1,000
WHEB	Portsmouth, N. H.	1,000	L-1,000
KXL	Portland, Ore.	10,000	L-10,000
	760 KC. CLEAR		
KGU	Honolulu, Hawaii	2,500	L-2,500
WJR	Detroit, Mich.	50,000	50,000
	770 KC. CLEAR		
WLB	Minneapolis, Minn.	5,000	....
WCAL	Northfield, Minn.	5,000	....
WEW	St. Louis, Mo.	1,000	....
‡KOB	Albuquerque, N. M.	‡50,000	‡25,000
WJZ	New York	50,000	50,000
KXA	Seattle, Wash.	1,000	L-1,000
	780 KC. CLEAR		
WBBM	Chicago	50,000	50,000
KFAB	Lincoln, Neb.	10,000	10,000
	790 KC. REGIONAL		
KFQD	Anchorage, Alaska	250	250
KECA	Los Angeles	5,000	5,000
KGHL	Billings, Mont.	5,000	5,000
WWNY	(CP)Watertown, N. Y.	*1,000	*1,000
WPIC	Sharon, Pa.	1,000	....
WPRA	Mayaguez, P. R.	2,500	1,000
WEAN	Providence, R. I.	5,000	1,000
		5,000	*5,000
WMC	Memphis, Tenn.	5,000	1,000
		5,000	*5,000
WTAR	Norfolk, Va.	5,000	5,000
KVOS	(CP)Bellingham, Wash.	*1,000	*1,000
WEAU	Eau Claire, Wis.	5,000	1,000
	800 KC. CLEAR		
	810 KC. CLEAR		
KGO	San Francisco	7,500	7,500
KOAM	Pittsburg, Kan.	1,000	....
WGY	Schenectady, N. Y.	50,000	50,000
	820 KC. CLEAR		
WAIT	Chicago	5,000	L-5,000
WTBO	Cumberland, Md.	250	L-250
WOSU	Columbus, Ohio	5,000	L-5,000
WFAA	Dallas, Tex.	50,000	50,000
WBAP	Ft. Worth, Tex.	50,000	50,000
	830 KC. CLEAR		
WCCO	Minneapolis, Minn.	50,000	50,000
WNYC	New York	1,000	L-1,000
	840 KC. CLEAR		
WHAS	Louisville, Ky.	50,000	50,000
	850 KC. CLEAR		
KOA	Denver, Col.	50,000	50,000
WRUF	Gainesville, Fla.	5,000	L-5,000
WHDH	Boston, Mass.	1,000	L-1,000
		*5,000	*5,000
KFUO	Clayton, Mo.	5,000	L-5,000
WEEU	Reading, Pa.	1,000	....
	860 KC. CLEAR		
KTRB	Modesto, Cal.	250	....
		*1,000	*1,000
WSON	Henderson, Ky.	250	....
	870 KC. CLEAR		
KIEV	Glendale, Cal.	250	....
WWL	New Orleans, La.	50,000	50,000
WKAR	East Lansing, Mich.	5,000	....
WHCU	Ithaca, N. Y.	1,000	L-1,000
	880 KC. CLEAR		
WHB	Kansas City, Mo.	1,000	....
WABC	New York	50,000	50,000
	890 KC. CLEAR		
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
	900 KC. CLEAR		
KLCN	(CP)Blytheville, Ark.	*1,000	....
	910 KC. REGIONAL		
KLX	Oakland, Cal.	1,000	1,000
KPOF	Denver, Col.	1,000	1,000
KFKA	Greeley, Col.	1,000	1,000
WSUI	Iowa City, Ia.	5,000	1,000
		5,000	*5,000
‡WABI	(CP)Bangor, Me	250	250
		*5,000	*5,000
WFDF	Flint, Mich.	1,000	1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WQAN	Scranton, Pa.	1,000	500
WJHL	Johnson City, Tenn.	1,000	1,000
KRRV	Sherman, Tex.	1,000	1,000
WRNL	Richmond, Va.	5,000	5,000
KVAN	Vancouver, Wash.	500	....
	920 KC. REGIONAL		
KARK	Little Rock, Ark.	5,000	5,000
KTKC	Visalia, Cal.	1,000	1,000
	(CP 940 kc)	*5,000	*5,000
KFXJ	(CP)Grand Junction, Col.	*1,000	*500
WGST	Atlanta, Ga.	5,000	1,000
WBAA	West Lafayette, Ind.	5,000	1,000
KFNF	Shenandoah, Ia.	1,000	500
†WTTM	Trenton, N. J.	1,000	1,000
WBBB	Burlington, N. C.	1,000	....
WJAR	Providence, R. I.	5,000	5,000
KUSD	Vermillion, S. D.	500	500
KFPY	Spokane, Wash.	5,000	5,000
WMMN	Fairmont, W. Va.	5,000	1,000
		5,000	*5,000
	930 KC. REGIONAL		
KGBU	Ketchikan, Alaska	500	500
KHJ	Los Angeles	5,000	5,000
WJAX	Jacksonville, Fla.	5,000	1,000
KSEI	Pocatello, Ida.	1,000	250
WTAD	Quincy, Ill.	1,000	1,000
WFMD	Frederick, Md.	500	500
WPAT	Paterson, N. J.	1,000	....
WBEN	Buffalo, N. Y.	5,000	5,000
†WRRF	Washington, N. C.	1,000	....
WKY	Oklahoma City, Okla.	5,000	1,000
		*5,000	*5,000
WSAZ	Huntington, W. Va.	1,000	1,000
WLBL	Stevens Point, Wis.	5,000	....
	940 KC. CLEAR		
KTKC	(CP)Visalia, Cal.	*5,000	*5,000
WMAZ	Macon, Ga.	5,000	1,000– to LS at Albuquerque 250– after LS at Albuquerque
		*5,000	*5,000
	950 KC. REGIONAL		
KFEL	Denver, Col.	5,000	5,000
WAAF	Chicago	1,000	....
WORL	Boston	1,000	....
WWJ	Detroit, Mich.	5,000	5,000
WPEN	Philadelphia, Pa.	5,000	5,000
WSPA	Spartanburg, S. C.	5,000	1,000
KPRC	Houston, Tex.	5,000	5,000
KOMO	Seattle, Wash.	5,000	5,000
	960 KC. REGIONAL		
WBRC	Birmingham, Ala.	5,000	5,000
KROW	Oakland, Cal.	1,000	1,000
		*5,000	*5,000
WELI	New Haven, Conn.	1,000	500
WSBT	South Bend, Ind.	500	500
		*1,000	*1,000
KMA	Shenandoah, Ia.	5,000	1,000
WDBJ	Roanoke, Va.	5,000	5,000
	970 KC. REGIONAL		
WFLA	Tampa, Fla.	5,000	1,000
WAVE	Louisville, Ky.	5,000	5,000
WCSH	Portland, Me.	5,000	5,000
WAAT	Jersey City, N. J.	1,000	1,000
WDAY	Fargo, N. D.	5,000	5,000
WICA	Ashtabula, O.	1,000	....
KOIN	Portland, Ore.	5,000	5,000
WHA	Madison, Wis.	5,000	....
	980 KC. REGIONAL		
KFWB	Los Angeles, Cal.	5,000	5,000
WRC	Washington, D. C.	5,000	5,000
†WHAL	Saginaw, Mich.	500	....
KMBC	Kansas City, Mo.	5,000	5,000
WTRY	Troy, N. Y.	1,000	1,000
WGBG	Greensboro, N. C.	1,000	....
WSIX	(CP)Nashville, Tenn.	*5,000	*5,000
	990 KC. CLEAR		
WIBG	Glenside, Pa.	1,000	....
		*10,000	*10,000
WNOX	Knoxville, Tenn.	5,000	500
		*10,000	*10,000
	1000 KC. CLEAR		
WCFL	Chicago, Ill.	10,000	10,000
WINS	New York	1,000	L-1,000
		*50,000	*50,000
KJR	Seattle, Wash.	5,000	5,000
		*50,000	*50,000
	1010 KC. CLEAR		
KLRA	(CP)Little Rock, Ark.	*5,000	*5,000
	1020 KC. CLEAR		
KFVD	Los Angeles, Cal.	1,000	L-1,000
KDKA	Pittsburgh, Pa.	50,000	50,000
	1030 KC. CLEAR		
WBZ	Boston, Mass.	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
KOB	Albuquerque, N. M.	10,000	10,000
	(‡770 kc)	‡50,000	‡25,000
		*50,000	*50,000
	1040 KC. CLEAR		
WHO	Des Moines, Ia.	50,000	50,000
	1050 KC. CLEAR		
WDZ	Tuscola, Ill.	1,000	....
WHN	New York	50,000	50,000
	1060 KC. CLEAR		
KYW	Philadelphia, Pa.	50,000	50,000
	1070 KC. CLEAR		
KNX	Los Angeles	50,000	50,000
WIBC	Indianapolis	5,000	1,000
KFBI	Wichita, Kan.	5,000	1,000
	1080 KC. CLEAR		
KYOS	Merced, Cal.	250	....
WTIC	Hartford, Conn.	50,000	50,000
WCAZ	Carthage, Ill.	250	....
†WINK	Louisville, Ky.	5,000	1,000
KWJJ	Portland, Ore.	1,000	1,000
KRLD	Dallas, Tex.	50,000	50,000

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XUM

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 69]

1090 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KTHS	Hot Springs, Ark.	10,000	5,000
		10,000	‡1,000
WBAL	Baltimore, Md.	50,000	50,000
WJAG	Norfolk, Neb.	1,000	L-1,000
‡KEVR	(CP)Seattle, Wash.	‡*250	‡*250

1100 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KJBS	San Francisco	500	L-500
WTAM	Cleveland, O.	50,000	50,000

1110 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KPAS	Pasadena, Cal.	10,000	10,000
WMBI	Chicago, Ill.	5,000	L-5,000
WBT	Charlotte, N. C.	50,000	50,000

1120 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KMOX	St. Louis, Mo.	50,000	50,000

1130 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KGDM	Stockton, Cal.	1,000	....
KWKH	Shreveport, La.	50,000	50,000
WCAR	Pontiac, Mich.	1,000	....
WDGY	Minneapolis, Minn.	5,000	L-500
WNEW	New York	10,000	10,000

1140 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000

1150 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFSG	Los Angeles	2,500	1,000
KRKD	Los Angeles	2,500	1,000
WDEL	Wilmington, Del.	1,000	250
		*5,000	*5,000
KSAL	Salina, Kan.	1,000	1,000
WJBO	Baton Rouge, La.	5,000	5,000
WCOP	Boston	500	500
KSWO	Lawton, Okla.	250	....
WKPA	New Kensington, Pa.	250	....
WAPO	Chattanooga, Tenn.	5,000	1,000
KTBC	Austin, Tex.	1,000	....
WTAW	College Station, Tex.	1,000	....
KRSC	Seattle, Wash.	1,000	1,000
KFIO	Spokane, Wash.	100	....
	(CP 1230 kc)	*250	*250
WISN	Milwaukee, Wis.	5,000	5,000

1160 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJJD	Chicago	20,000	L-20,000
KSL	Salt Lake City	50,000	50,000

1170 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WAPI	Birmingham, Ala.	5,000	1,000
		5,000	‡5,000
KVOO	Tulsa, Okla.	25,000	25,000
		‡50,000	25,000
		*50,000	*50,000
WWVA	Wheeling, W. Va.	5,000	5,000
		*50,000	*50,000

1180 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WLDS	Jacksonville, Ill.	250	....
WHAM	Rochester, N. Y.	50,000	50,000

1190 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOWO	Ft. Wayne, Ind.	10,000	10,000
WCNW	(CP)New York	*1,000	*L-1,000
KEX	Portland, Ore.	5,000	5,000

1200 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOAI	San Antonio, Tex.	50,000	50,000

1210 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCAU	Philadelphia, Pa.	50,000	50,000

1220 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WGNY	Newburgh, N. Y.	1,000	....

1230 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBHP	Huntsville, Ala.	250	250
WMOB	Mobile, Ala.	250	250
WJRD	Tuscaloosa, Ala.	250	250
KSUN	Lowell, Ariz.	250	250
KPHO	Phoenix, Ariz.	250	250
KBTM	Jonesboro, Ark.	250	100
KGHI	Little Rock, Ark.	250	250
KGFJ	Los Angeles	100	100
KVCV	Redding, Cal.	250	250
KVEC	San Luis Obispo, Cal.	250	250
KWG	Stockton, Cal.	100	100
KFXJ	Grand Junction, Col.	250	250
	(CP 920 kc)	*1,000	*500
KGEK	Sterling, Col.	100	100
WTHT	Hartford, Conn.	250	250
WLOF	Orlando, Fla.	250	250
WDLP	Panama City, Fla.	250	100

1230 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WJNO	West Palm Beach, Fla.	250	250
WRBL	Columbus, Ga.	250	250
WBLJ	Dalton, Ga.	250	250
WAYX	Waycross, Ga.	250	250
KHBC	Hilo, Hawaii	250	250
KFXD	Nampa, Idaho	250	250
WJBC	Bloomington, Ill.	250	250
WJOB	Hammond, Ind.	100	100
WBOW	Terre Haute, Ind.	250	250
KFJB	Marshalltown, Ia.	250	250
WHOP	Hopkinsville, Ky.	250	250
KMLB	Monroe, La.	250	250
WJBW	New Orleans, La.	250	250
WABI	Bangor, Me.	250	250
	(CP and ‡, 910 kc)	*5,000	*5,000
WITH	Baltimore, Md.	250	250
WBOC	Salisbury, Md.	250	250
WESX	Salem, Mass.	250	250
†WMAW	Worcester, Mass.	250	250
WMPC	Lapeer, Mich.	250	250
WSAM	Saginaw, Mich.	250	100
WSOO	Sault Ste. Marie, Mich.	250	100
KGDE	Fergus Falls, Minn.	250	100
KYSM	Mankato, Minn.	250	250
KWNO	Winona, Minn.	250	250
WSKB	McComb, Miss.	250	250
WIL	St. Louis, Mo.	250	250
KHAS	Hastings, Neb.	250	250
KFUN	Las Vegas, N. M.	250	250
WENY	Elmira, N. Y.	250	250
WIBX	Utica, N. Y.	250	250
WISE	Asheville, N. C.	250	250
WMFR	High Point, N. C.	250	250
WFTC	Kinston, N. C.	250	250
WCBT	Roanoke Rapids, N. C.	250	250
WHBC	Canton, O.	250	250
WCPO	Cincinnati, O.	250	250
WCOL	Columbus, O.	250	250
WTOL	Toledo, O.	250	250
KADA	Ada, Okla.	250	250
WBBZ	Ponca City, Okla.	250	250
KAST	Astoria, Ore.	250	250
KODL	The Dalles, Ore.	250	100
KOOS	Marshfield, Ore.	250	250
WCED	Du Bois, Pa.	250	250
WKBO	Harrisburg, Pa.	250	250
WAIM	Anderson, S. C.	250	250
WOLS	Florence, S. C.	250	250
WCAT	Rapid City, S. D.	100	...
KELO	Sioux Falls, S. D.	250	250
KFDA	Amarillo, Tex.	250	250
KRLH	Midland, Tex.	250	250
KVNU	Logan, Utah	250	250
WLVA	Lynchburg, Va.	250	250
KVOS	Bellingham, Wash.	250	250
	(CP 790 kc.)	*1,000	*1,000
KFIO	(CP) Spokane, Wash.	*250	*250
WLOG	Logan, W. Va.	250	250
WAJR	Morgantown, W. Va.	250	250
WHBY	Appleton, Wis.	250	250
WCLO	Janesville, Wis.	250	250
WDSM	Superior, Wis.	100	100
KPOW	Powell, Wyo.	250	250

1240 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJBY	Gadsden, Ala.	250	250
WCOV	Montgomery, Ala.	250	250
KWJB	Globe, Ariz.	250	250
KYUM	Yuma, Ariz.	250	250
KDON	Monterey, Cal.	250	250
KPPC	Pasadena, Cal.	100	100
KROY	Sacramento, Cal.	100	100
KFXM	San Bernardino, Cal.	250	250
WFTM	Ft. Myers, Fla.	250	250
WFOY	St. Augustine, Fla.	250	250
WGAC	Augusta, Ga.	250	250
WGGA	Gainesville, Ga.	250	250
WLAG	La Grange, Ga.	250	250
WBML	Macon, Ga.	250	250
WPAX	Thomasville, Ga.	250	250
WCRW	Chicago	100	100
WEDC	Chicago	250	250
WSBC	Chicago	250	250
WEBQ	Harrisburg, Ill.	250	250
WTAX	Springfield, Ill.	100	100
WHBU	Anderson, Ind.	250	250
KWLC	Decorah, Ia.	250	....
KBIZ	Ottumwa, Ia.	250	250
†KICD	Spencer, Ia.	100	100
KIUL	Garden City, Kan.	100	100
KANS	Wichita, Kan.	250	250
WINN	Louisville, Ky.	250	100
KALB	Alexandria, La.	250	250
WCOU	Lewiston, Me.::	250	250
WJEJ	Hagerstown, Md.	250	250
WHAI	Greenfield, Mass.	250	250
WOCB	W. Yarmouth, Mass.	250	250
WJIM	Lansing, Mich	250	250
WMFG	Hibbing, Minn.	250	250
WGRM	Greenwood, Miss.	250	250
WGCM	Gulfport, Miss.	250	250
KWOS	Jefferson City, Mo.	250	250
KPFA	Helena, Mont.	250	250
KFOR	Lincoln, Neb.	250	250
WSNJ	Bridgeton, N. J.	250	250
WBRB	Red Bank, N. J.	100	100
KAVE	Carlsbad, N. M.	250	250
KICA	Clovis, N. M.	250	250

1240 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WGBB	Freeport, N. Y.	100	100
WJTN	Jamestown, N. Y.	250	250
WSAY	Rochester, N. Y.	250	250
WATN	Watertown, N. Y.	250	250
WFAS	White Plains, N. Y.	250	250
WSOC	Charlotte, N. C.	250	250
WRAL	Raleigh, N. C.	250	250
KDLR	Devils Lake, N. D.	250	250
WJW	Akron, O.	250	250
WLOK	Lima, O.	250	250
WHIZ	Zanesville, O.	250	250
KVSO	Ardmore, Okla.	250	100
KASA	Elk City, Okla.	100	100
KHBG	Okmulgee, Okla.	250	250
KWIL	Albany, Ore.	250	250
KFJI	Klamath Falls, Ore.	100	100
KWRC	Pendleton, Ore.	250	250
WKOK	Sunbury, Pa.	250	250
WBAX	Wilkes-Barre, Pa.	100	100
KWAT	Watertown, S. D.	250	250
WBIR	Knoxville, Tenn.	250	250
WSIX	Nashville, Tenn.	250	250
	(CP: 980 kc)	*5,000	*5,000
KGBS	Harlingen, Tex.	250	250
KOCA	Kilgore, Tex.	250	250
KMAC	San Antonio, Tex.	250	250
KXOX	Sweetwater, Tex.	250	250
KOVO	Provo, Utah	250	250
WPID	Petersburg, Va.	250	250
WBBL	Richmond, Va.	100	100
KGY	Olympia, Wash.	100	100
WJLS	Beckley, W. Va.	250	250
WOMT	Manitowoc, Wis.	100	100
WIBU	Poynette, Wis.	250	250
WJMC	Rice Lake, Wis.	250	250
KFBC	Cheyenne, Wyo.	250	250

1250 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTMS	Santa Barbara, Cal.	1,000	1,000
WDAE	Tampa, Fla.	5,000	5,000
KFKU	Lawrence, Kan.	5,000	1,000
WREN	Lawrence, Kan.	5,000	1,000
WCAE	Pittsburgh, Pa.	5,000	5,000
WTMA	Charleston, S. C.	250	250
		*1,000	*1,000
KPAC	Port Arthur, Tex.	500	500
KWSC	Pullman, Wash.	5,000	5,000
KTW	Seattle, Wash.	1,000	1,000

1260 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KYA	San Francisco	5,000	1,000
WOL	Washington, D. C.	1,000	1,000
WFBM	Indianapolis, Ind.	5,000	5,000
KFGQ	Boone, Ia.	250	...
WNAC	Boston, Mass.	5,000	1,000
KGBX	Springfield, Mo.	5,000	5,000
KGGM	Albuquerque, N. M.	1,000	1,000

1270 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTFI	Twin Falls, Ida.	1,000	1,000
WHBF	Rock Island, Ill.	5,000	5,000
WSPR	Springfield, Mass.	500	500
WXYZ	Detroit, Mich.	5,000	5,000
KGCU	Mandan, N. D.	250	250
KFJZ	Fort Worth, Tex.	5,000	5,000

1280 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFOX	Long Beach, Cal.	1,000	1,000
WMRO	Aurora, Ill.	250	....
WGBF	Evansville, Ind.	5,000	1,000
WDSU	New Orleans, La.	1,000	1,000
		*5,000	*5,000
WTCN	Minneapolis, Minn.	5,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WOV	New York	5,000	5,000
WKST	New Castle, Pa.	1,000	1,000
KIT	Yakima, Wash.	1,000	1,000

1290 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOA	Tucson, Ariz.	1,000	1,000
KUOA	Siloam Springs, Ark.	5,000	....
KHSL	Chico, Cal.	1,000	500
		1,000	*1,000
WTOC	Savannah, Ga.	5,000	1,000
		5,000	*5,000
KGVO	Missoula, Mont.	5,000	1,000
KOIL	Omaha, Nebr.	5,000	5,000
WKNE	Keene, N. H.	5,000	5,000
WNBF	(CP) Binghamton, N. Y.	*5,000	*5,000
WHLD	Niagara Falls, N. Y.	1,000	....
WHIO	Dayton, O.	5,000	5,000
KRGV	Weslaco, Tex.	1,000	1,000
WFVA	Fredericksburg, Va.	250	....

1300 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOR	Colorado Springs, Col.	1,000	1,000
KGLO	Mason City, Ia.	1,000	1,000
WFBR	Baltimore, Md.	5,000	5,000
WASH	Grand Rapids, Mich.	500	500
WOOD	Grand Rapids, Mich.	500	500
		*5,000	*5,000
WJDX	Jackson, Miss.	5,000	1,000
WWNY	Watertown, N. Y.	500	500
	(CP 790 kc)	*1,000	*1,000
KOL	Seattle, Wash.	5,000	1,000
		5,000	*5,000

1310 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLS	Oakland, Cal.	1,000	1,000
WISH	Indianapolis	5,000	1,000
WORC	Worcester, Mass.	1,000	1,000
KFBB	Great Falls, Mont.	5,000	5,000
WCAP	Asbury Park, N. J.	500	500
WCAM	Camden, N. J.	500	500
WTNJ	Trenton, N. J.	500	500
WDOD	Chattanooga, Tenn.	5,000	1,000
		5,000	*5,000
WRR	Dallas, Tex.	5,000	5,000
WIBA	Madison, Wis.	5,000	1,000
		5,000	*5,000

1320 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLCN	Blytheville, Ark.	100	....
	(CP 900 kc)	*1,000	....
WATR	Waterbury, Conn.	1,000	1,000
WJHP	Jacksonville, Fla.	250	250
WEBC	Duluth, Minn.	5,000	5,000
WNBZ	Saranac Lake, N. Y.	100	...
WJAS	Pittsburgh, Pa.	5,000	1,000
		5,000	*5,000
WNEL	San Juan, P. R.	5,000	5,000
KTRH	Houston, Tex.	5,000	1,000
	(CP 1320 kc.)	*5,000	*5,000
	(CP 740 kc.)	*50,000	*50,000
KXYZ	(CP) Houston, Tex.	*5,000	*5,000
KDYL	Salt Lake City, Utah	5,000	5,000

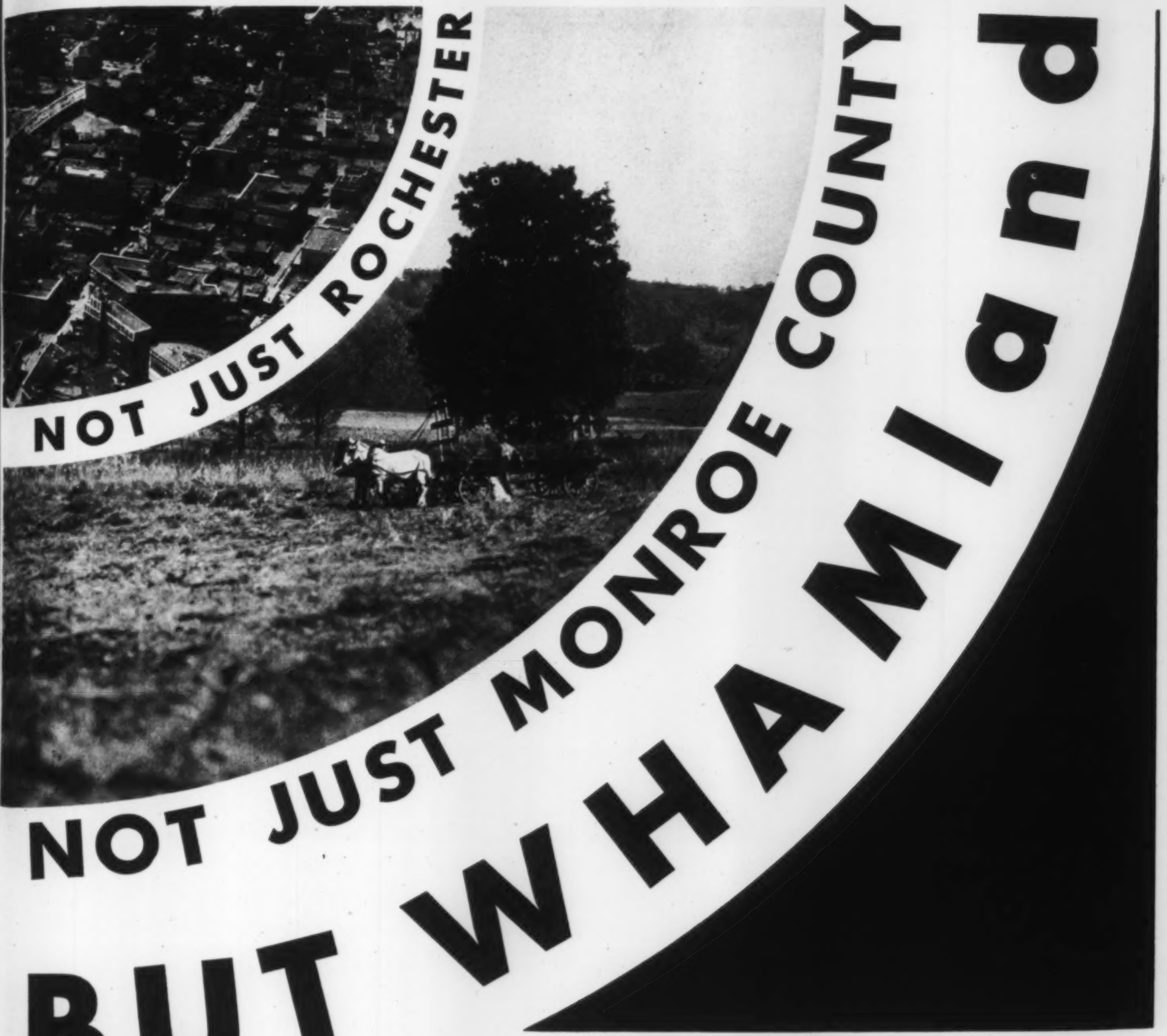
1330 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFAC	Los Angeles	1,000	1,000
KFH	Wichita, Kan.	5,000	5,000
WLOL	Minneapolis, Minn.	1,000	1,000
WBBR	Brooklyn, N. Y.	1,000	1,000
WEVD	New York	1,000	1,000
		*5,000	*5,000
WHAZ	Troy, N. Y.	1,000	1,000
WFIN	Findlay, O.	1,000	...
KALE	Portland, Ore.	5,000	5,000
WFBC	Greenville, S. C.	5,000	1,000
		5,000	*5,000
WHBL	Sheboygan, Wis.	1,000	250
		1,000	*1,000

1340 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KCRJ	Jerome, Ariz.	250	250
KWFC	Hot Springs, Ark.	250	250
KFRE	Fresno, Cal.	250	250
KHUB	Watsonville, Cal.	250	250
KMYR	Denver, Col.	250	250
WINX	Washington, D. C.	250	250
†WPER	De Land, Fla.	250	250
WLAK	Lakeland, Fla.	250	250
WTAL	Tallahassee, Fla.	250	100
WWPG	W. Palm Beach, Fla.	250	250
WGAU	Athens, Ga.	250	250
WGAA	Cedertown, Ga.	250	250
WSAV	Savannah, Ga.	250	250
WDAK	West Point, Ga.	250	250
WSOY	Decatur, Ill.	250	250
WJPF	Herrin, Ill.	250	250
WCLS	Joliet, Ill.	250	250
WTRC	Elkhart, Ind.	250	250
WLBC	Muncie, Ind.	250	250
KROS	Clinton, Ia.	250	250
KCKN	Kansas City, Kan.	250	250
WCMI	Ashland, Ky.	250	250
WLBJ	Bowling Green, Ky.	250	250
KVOL	Lafayette, La.	250	250
KRMD	Shreveport, La.	250	250
WEIM	Fitchburg, Mass.	250	250
WNBH	New Bedford, Mass.	250	250
WBRK	Pittsfield, Mass.	250	250
WLAV	Grand Rapids, Mich.	250	250
WDMJ	Marquette, Mich.	250	250
WEXL	Royal Oak, Mich.	250	250
KVOX	Moorhead, Minn.	250	250
KROC	Rochester, Minn.	250	250
KWLM	Willmar, Minn.	250	250
WJPR	Greenville, Miss.	250	250
WAML	Laurel, Miss.	250	250
KHMO	Hannibal, Mo.	250	250
KWOC	Poplar Bluff, Mo.	250	250
KGEZ	Kalispell, Mont.	100	100
	(CP 1460 kc.)	*1,000	*1,000
KRJF	Miles City, Mont.	250	250
KGFW	Kearney, Neb.	250	250
WLNH	Laconia, N. H.	250	250
KVSF	Santa Fe, N. M.	100	100
WMBO	Auburn, N. Y.	250	250
WEBR	Buffalo, N. Y.	250	250
	Middletown, N. Y.	250	250
WMFF	Plattsburg, N. Y.	250	250
WGTM	Wilson, N. C.	250	250
WAIR	Winston-Salem, N. C.	250	250
WIZE	Springfield, O.	250	250
WSTV	Steubenville, O.	250	250
KOCY	Oklahoma City, Okla.	250	250
KOME	Tulsa, Okla.	250	250
KBND	Bend, Ore.	250	250
KUIN	Grants Pass, Ore.	250	250
WFBG	Altoona, Pa.	250	250
WSAJ	Grove City, Pa.	100	100
WHAT	Philadelphia, Pa.	100	100
WTEL	Philadelphia, Pa.	100	100
WRAW	Reading, Pa.	250	250
WBRE	Wilkes-Barre, Pa.	250	250
WFIG	Sumter, S. C.	250	250

(Continued on Page 72)



WHAM's clear channel, 50,000 watt signal covers a rich and fertile 43 county primary area, where the occupants of 900,000 radio homes spend a better-than-average annual income in not one, but 18, busy trading centers. That's WHAMland—where the smoking chimneys of 5305 factories stand against the sky as symbols of payroll producing non-seasonal industrial activities—where 140,518 farms yield a rich annual harvest.

WHAM gives you coverage—but more than that, WHAM gives you plus listenership—in Rochester and all the cities of its 43 county primary area—in the small towns and in the country. Survey after survey gives WHAM the top-flight audience-winning programs. In one of the most recent surveys published, nine out of the first ten audience-chosen programs were WHAM programs.

WHAM gives you more for your money—a broader market—a richer market. At approximately one-third the cost of localized coverage of the same area, WHAM is a better buy.

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WHAM

50,000 WATTS . . . CLEAR CHANNEL . . .
FULL TIME . . . NBC BLUE AND RED NETWORKS

"The Stromberg-Carlson Station"

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 70]

1340 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KAND	Corsicana, Tex.	250	250
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	250
KRBA	Lufkin, Tex.	250	...
KPDN	Pampa, Tex.	100	100
KVIC	Victoria, Tex.	250	250
KSUB	Cedar City, Utah	100	100
WJMA	Covington, Va.	250	250
WGH	Newport News, Va.	250	250
KXRO	Aberdeen, Wash.	250	250
WBRW	Welch, W. Va.	250	250
WEMP	Milwaukee, Wis.	250	250
WFHR	Wisconsin Rapids, Wis.	250	250

1350 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KSRO	Santa Rosa, Cal.	1,000	1,000
KGHF	Pueblo, Col.	500	500
KID	Idaho Falls, Ida.	5,000	500
KRNT	Des Moines, Ia.	5,000	5,000
WSMB	New Orleans, La.	5,000	5,000
WADC	Akron, O.	5,000	5,000
WORK	York, Pa.	1,000	1,000

1360 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGB	San Diego, Cal.	1,000	1,000
WDRC	Hartford, Conn.	5,000	5,000
WKAT	Miami Beach, Fla.	1,000	1,000
KSCJ	Sioux City, Ia.	5,000	5,000
WSAI	Cincinnati, O.	5,000	5,000
KRIS	Corpus Christi, Tex.	1,000	1,000
KMO	Tacoma, Wash.	5,000	5,000
WTAQ	Green Bay, Wis.	5,000	5,000

1370 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WCOA	Pensacola, Fla.	1,000	500
KDTH	Dubuque, Ia.	1,000	1,000
KGNO	Dodge City, Kan.	1,000	250
KGIR	Butte, Mont.	5,000	5,000
WFEA	Manchester, N. H.	5,000	5,000
WSPD	Toledo, O.	5,000	5,000
WPAB	Ponce, P. R.	1,000	1,000
KFRO	Longview, Tex.	1,000	1,000

1380 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WTSP	St. Petersburg, Fla.	1,000	500
KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis, Mo.	5,000	1,000
		5,000	*5,000
WAWZ	Zarephath, N. J.	1,000	1,000
		*5,000	1,000
WBNX	New York	5,000	5,000
KBWD	Brownwood, Tex.	500	500
KTSM	El Paso, Tex.	1,000	500
WSYB	(CP) Rutland, Vt.	*1,000	*1,000
WMBG	Richmond, Va.	5,000	5,000

1390 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGER	Long Beach, Cal.	1,000	1,000
		*5,000	*5,000
WGES	Chicago	500	...
	(Sun.)	1,000	500
		*5,000	*5,000
WQBC	Vicksburg, Miss.	1,000	...
WFBL	Syracuse, N. Y.	5,000	5,000
KLPM	Minot, N. D.	1,000	1,000
KCRC	Enid, Okla.	1,000	1,000
KSLM	Salem, Ore.	1,000	1,000
WCSC	Charleston, S. C.	1,000	500
WTJS	Jackson, Tenn.	1,000	1,000

1400 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
†WJLD	Bessemer, Ala.	250	250
WMSL	Decatur, Ala.	250	250
WAGF	Dothan, Ala.	250	...
WJHO	Opelika, Ala.	250	100
KTUC	Tucson, Ariz.	250	250
KELD	El Dorado, Ark.	250	250
KFPW	Ft. Smith, Ark.	250	250
KRE	Berkeley, Cal.	250	250
KIUP	Durango, Col.	250	250
KOKO	La Junta, Col.	250	250
WSRR	Stamford, Conn.	250	250
WFTL	Ft. Lauderdale, Fla.	250	250
WMBR	Jacksonville, Fla.	250	250
WATL	Atlanta, Ga.	250	250
WMGA	Moultrie, Ga.	250	250
KRLC	Lewiston, Idaho	250	250
WDWS	Champaign, Ill.	250	250
WGIL	Galesburg, Ill.	250	250
WEOA	Evansville, Ind.	250	250
WKMO	Kokomo, Ind.	250	250
WGRC	New Albany, Ind.	250	250
KVFD	Ft. Dodge, Ia.	250	250
KTSW	Emporia, Kan.	250	250
KVGB	Great Bend, Kan.	250	250
WRDO	Augusta, Me.	100	100
WCBM	Baltimore, Md.	250	250
WHYN	Holyoke, Mass.	250	250
WLLH	Lowell, Mass.	250	250
WELL	Battle Creek, Mich.	250	250
WHDF	Calumet, Mich.	250	250
WJLB	Detroit, Mich.	250	250
WTCM	Traverse City, Mich.	250	250
†KTOM	Brainerd, Minn.	250	250
WMIN	St. Paul, Minn.	250	250
WHLB	Virginia, Minn.	250	250

1400 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WCBI	Columbus, Miss.	250	250
WFOR	Hattiesburg, Miss.	250	250
KFVS	Cape Girardeau, Mo.	250	250
KFRU	Columbia, Mo.	250	250
†KTTS	Springfield, Mo.	250	250
KORN	Fremont, Neb.	250	250
KENO	Las Vegas, Nev.	250	250
KGFL	Roswell, N. M.	100	100
KTNM	Tucumcari, N. M.	250	250
WABY	Albany, N. Y.	250	250
WBNY	Buffalo, N. Y.	250	250
WSVS	Buffalo, N. Y.	50	...
WSLB	Ogdensburg, N. Y.	250	250
WCNC	Elizabeth City, N. C.	250	250
WGBR	Goldsboro, N. C.	250	250
WHKY	Hickory, N. C.	250	250
WMFD	Wilmington, N. C.	250	250
KRMC	Jamestown, N. D.	250	250
WMAN	Mansfield, O.	250	250
WPAY	Portsmouth, O.	250	250
WRRN	Warren, O.	250	250
†KWON	Bartlesville, Okla.	250	250
KTOK	Oklahoma City, Okla.	250	250
WEST	Easton, Pa.	250	250
WJAC	Johnstown, Pa.	250	250
WDAS	Philadelphia, Pa.	250	250
WARM	Scranton, Pa.	250	250
WRAK	Williamsport, Pa.	250	250
WCOS	Columbia, S. C.	250	250
WORD	Spartanburg, S. C.	250	250
KOBH	Rapid City, S. D.	250	250
WDEF	Chattanooga, Tenn.	250	250
WJZM	Clarksville, Tenn.	250	250
WHUB	Cookeville, Tenn.	250	250
WKPT	Kingsport, Tenn.	250	250
WHBQ	Memphis, Tenn.	250	250
KLUF	Galveston, Tex.	250	250
KIUN	Pecos, Tex.	100	100
KGKL	San Angelo, Tex.	250	250
KONO	San Antonio, Tex.	250	250
KTEM	Temple, Tex.	250	250
WBTM	Danville, Va.	250	250
WINC	Winchester, Va.	250	250
KRKO	Everett, Wash.	250	100
KWLK	Longview, Wash.	250	250
KEVR	Seattle, Wash.	100	100
	(CP 1090 kc)	*250	*250
	(‡ 1090 kc)	‡250	‡250
WBLK	Clarksburg, W. Va.	250	250
WKWK	Wheeling, W. Va.	100	100
WBTH	Williamson, W. Va.	250	250
WATW	Ashland, Wis.	100	100
WRJN	Racine, Wis.	250	250
WSAU	Wausau, Wis.	250	250
KVRS	Rock Springs, Wyo.	250	250

1410 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WALA	Mobile, Ala.	5,000	5,000
KERN	Bakersfield, Cal.	1,000	1,000
WNBC	New Britain, Conn.	5,000	1,000
		5,000	*5,000
WEGO	Concord, N. C.	1,000	....
WING	Dayton, O.	5,000	5,000
KQV	Pittsburgh, Pa.	1,000	1,000
WKBH	La Crosse, Wis.	1,000	1,000
		*5,000	*5,000

1420 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLRA	Little Rock, Ark.		
	(CP 1010 kc)	5,000	5,000
WOC	(CP) Davenport, Ia.	*1,000	*1,000
WHK	Cleveland, O.	5,000	5,000
WPRP	Ponce, P. R.	250	250
	(CP 1520 kc)	*5,000	*1,000
WFCI	Pawtucket, R. I.	1,000	1,000
KABR	Aberdeen, S. D.	5,000	5,000
WWSR	St. Albans, Vt.	1,000	....
KUJ	Walla Walla, Wash.	1,000	1,000

1430 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KARM	Fresno, Cal.	5,000	5,000
†KWKW	Pasadena, Cal.	1,000	....
WIRE	Indianapolis, Ind.	5,000	5,000
WBYN	Brooklyn, N. Y.	1,000	500
KTUL	Tulsa, Okla	5,000	5,000
KLO	Ogden, Utah	5,000	5,000
†KTRN	Tacoma, Wash.	1,000	1,000

1440 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSFA	Montgomery, Ala.	1,000	500
KPRO	Riverside, Cal.	1,000	1,000
WROK	Rockford, Ill.	1,000	500
WAAB	Boston, Mass.	1,000	1,000
WBCM	Bay City, Mich.	1,000	500
KFJM	Grand Forks, N.D.	1,000	500
KILO	Grand Forks, N.D.	1,000	500
KMED	Medford, Ore.	1,000	1,000
KGNC	Amarillo, Tex.	5,000	1,000
WHIS	Bluefield, W. Va.	1,000	500

1450 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHMA	Anniston, Ala.	250	250
WMSD	Muscle Shoals City, Ala.	250	250
KGLU	Safford, Ariz.	250	250
KMYC	Marysville, Cal.	250	250
KFMB	San Diego, Cal.	250	250
KSAN	San Francisco	250	250
KGIW	Alamosa, Col.	100	100

1450 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KIDW	Lamar, Col.	100	100
WNAB	Bridgeport, Conn.	250	250
WILM	Wilmington, Del.	250	250
WWDC	Washington, D. C.	250	250
WMFJ	Daytona Beach, Fla.	250	250
WSPB	Sarasota, Fla.	250	250
WGPC	Albany, Ga.	250	250
WKEU	Griffin, Ga.	100	*100
WRLC	Toccoa, Ga.	250	250
WGOV	Valdosta, Ga.	250	250
KWAL	Wallace, Ida.	250	250
WHFC	Cicero, Ill.	250	250
WCBS	Springfield, Ill.	250	250
WGL	Ft. Wayne, Ind.	250	250
†WASK	Lafayette, Ind.	250	250
WAOV	Vincennes, Ind.	250	250
WOC	Davenport, Ia.	250	250
	(CP 1420 kc)	*1,000	*1,000
KTRI	Sioux City, Ia.	250	250
KVAK	Atchison, Kan.	100	100
KWBW	Hutchinson, Kan.	100	100
		*250	*250
WHLN	Harlan, Ky.	250	250
WLAP	Lexington, Ky.	250	250
WPAD	Paducah, Ky.	250	250
WNOE	New Orleans, La.	250	250
WAGM	Presque Isle, Me.	100	100
WMAS	Springfield, Mass.	250	250
WJMS	Ironwood, Mich.	250	250
WIBM	Jackson, Mich.	250	250
WHLS	Port Huron, Mich.	250	250
KATE	Albert Lea, Minn.	250	250
KFAM	St. Cloud, Minn.	250	250
WSLI	Jackson, Miss.	250	250
WMBH	Joplin, Mo.	250	250
KRBM	Bozeman, Mont.	250	250
WFPG	Atlantic City, N. J.	250	250
†WLAN	Endicott, N. Y.	250	250
WHDL	Olean, N. Y.	250	250
WKIP	Poughkeepsie, N. Y.	250	250
WFNC	Fayetteville, N. C.	250	250
WGNC	Gastonia, N. C.	250	250
†WHIT	New Bern, N. C.	250	250
WEED	Rocky Mount, N. C.	250	250
WFMJ	Youngstown, O.	250	250
KGFF	Shawnee, Okla.	250	250
KORE	Eugene, Ore.	250	250
KLBM	La Grande, Ore.	250	250
KBPS	Portland, Ore.	100	100
WLEU	Erie, Pa.	250	250
WAZL	Hazleton, Pa.	250	250
†WJPA	Washington, Pa.	250	250
WCRS	Greenwood, S. C.	250	250
KRBC	Abilene, Tex.	250	250
KRIC	Beaumont, Tex.	250	250
KDNT	Denton, Tex.	100	100
KNET	Palestine, Tex.	100	...
KABC	San Antonio, Tex.	250	250
KCMC	Texarkana, Tex.	250	250
WACO	Waco, Tex.	250	250
KEUB	Price, Utah	250	250
WCHV	Charlottesville, Va.	250	250
WMVA	Martinsville, Va.	250	250
WLPM	Suffolk, Va.	250	250
WPAR	Parkersburg, W. Va.	250	250
KFIZ	Fond du Lac, Wis.	250	250

1460 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KINY	Juneau, Alaska	1,000	1,000
		*5,000	*5,000
KSO	Des Moines, Ia.	5,000	5,000
KGEZ	(CP) Kalispell, Mont.	*1,000	*1,000
KGNF	North Platte, Neb.	1,000	...
WOKO	Albany, N. Y.	1,000	500
WHEC	Rochester, N. Y.	1,000	500
WBNS	Columbus, O.	5,000	1,000
WHP	Harrisburg, Pa.	5,000	1,000
WMPS	Memphis, Tenn.	1,000	500
KEVE	Everett, Wash.	500	500

1470 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMBD	Peoria, Ill.	5,000	1,000
WBIG	Greensboro, N. C.	5,000	5,000
WCBA	Allentown, Pa.	500	500
WSAN	Allentown, Pa.	500	500
		*5,000	*5,000
KXYZ	Houston, Tex.	1,000	1,000
	(CP 1320 kc.)	*5,000	*5,000
KELA	Centralia, Wash.	1,000	1,000
KDFN	Casper, Wyo.	1,000	1,000

1480 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KIEM	Eureka, Cal.	1,000	500
WAGA	Atlanta, Ga.	1,000	500
	(CP 590 kc.)	*5,000	*5,000
WRDW	(CP) Augusta, Ga.	*5,000	*5,000
KTBS	Shreveport, La.	1,000	1,000
WSAR	Fall River, Mass.	1,000	1,000
KCMO	Kansas City, Mo.	5,000	1,000
KGCX	Wolf Point, Mont.	1,000	1,000
WHOM	Jersey City, N. J.	1,000	500
WGAR	Cleveland, O.	5,000	1,000

1490 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHBB	Selma, Ala.	100	100
KYCA	Prescott, Ariz.	250	250
KFFA	Helena, Ark.	250	250
KOTN	Pine Bluff, Ark.	250	250
KXO	El Centro, Cal.	100	100
KVOE	Santa Ana, Cal.	250	250

1490 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KDB	Santa Barbara, Cal.	250	250
WNLC	New London, Conn.	250	250
WTMC	Ocala, Fla.	100	100
WRDW	Augusta, Ga.	250	250
	(CP 1480 kc.)	*5,000	*5,000
WMOG	Brunswick, Ga.	250	100
WMJM	Cordele, Ga.	250	100
WRGA	Rome, Ga.	250	250
KTOH	Lihue, Hawaii	250	250
WKRO	Cairo, Ill.	250	250
WDAN	Danville, Ill.	250	250
WTMV	East St. Louis, Ill.	250	250
WKBV	Richmond, Ind.	100	100
KBUR	Burlington, Ia.	250	250
WKBB	Dubuque, Ia.	250	250
WOMI	Owensboro, Ky.	250	250
KPLC	Lake Charles, La.	250	250
WJBK	Detroit, Mich.	250	250
WDBC	Escanaba, Mich.	250	250
WKBZ	Muskegon, Mich.	250	250
WMIS	Natchez, Miss.	250	250
KDRO	Sedalia, Mo.	250	250
†KBON	Omaha, Neb.	250	250
KGKY	Scottsbluff, Neb.	250	250
WBAB	Atlantic City, N. J.	250	250
KWEW	Hobbs, N. M.	100	100
WBTA	Batavia, N. Y.	250	250
WNBF	Binghamton, N. Y.	250	250
	(CP 1290 kc.)	*5,000	*5,000
WKNY	Kingston, N. Y.	250	250
WOLF	Syracuse, N. Y.	250	250
WDNC	Durham, N. C.	250	250
WGTC	Greenville, N. C.	250	250
WSTP	Salibury, N. C.	250	250
KOVC	Valley City, N. D.	250	250
WMRN	Marion, O.	250	250
KBIX	Muskogee, Okla.	250	250
KBKR	Baker, Ore.	250	250
KRNR	Roseburg, Ore.	250	250
WERC	Erie, Pa.	250	250
WGAL	Lancaster, Pa.	250	250
WMRF	Lewiston, Pa.	250	250
WWSW	Pittsburgh, Pa.	250	250
WMRC	Greenville, S. C.	250	250
WOPI	Bristol, Tenn.	250	250
KNOW	Austin, Tex.	250	250
KBST	Big Spring, Tex.	100	100
KNEL	Brady, Tex.	250	100
KEEW	Brownsville, Tex.	250	100
KEYS	Corpus Christi, Tex.	250	250
KSAM	Huntsville, Tex.	250	...
KPAB	Laredo, Tex.	250	250
KPLT	Paris, Tex.	250	250
KGKB	Tyler, Tex.	250	250
KVWC	Vernon, Tex	250	250
WSYB	Rutland, Vt.	250	250
	(CP 1380 kc.)	*1,000	*1,000
WSLS	Roanoke, Va.	250	250
KTBI	Tacoma, Wash.	250	250
KPQ	Wenatchee, Wash.	250	250
	(CP 560 kc.)	*1,000	*500
WGKV	Charleston, W. Va.	100	100
WIGM	Medford, Wis.	250	250
WOSH	Oshkosh, Wis.	250	250

1500 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJSV	Washington, D. C.	50,000	50,000
KSTP	St. Paul, Minn.	50,000	50,000

1510 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMEX	Boston	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
		*50,000	*50,000
KGA	Spokane, Wash.	5,000	5,000
		*10,000	*10,000

1520 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHIP	Hammond, Ind.	5,000	*5,000
WKBW	Buffalo, N. Y.	50,000	50,000
KOMA	Oklahoma City, Okla.	5,000	5,000
WPRP	(CP) Ponce, P. R.	*5,000	*1,000

1530 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KFBK	Sacramento, Cal.	10,000	10,000
WCKY	Cincinnati, O.	50,000	50,000

1540, 1550, 1560 KC. CLEARS

Call Letters	City	Day Power in Watts	Night Power in Watts
WQXR	New York	5,000	5,000
		‡10,000	‡10,000
		*10,000	*10,000

1570 KC. CLEAR

1580 KC. CLEAR

1590 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBRY	Waterbury, Conn.	1,000	1,000
		*5,000	*5,000
WALB	Albany, Ga.	1,000	1,000
KITE	Kansas City, Mo.	1,000	1,000
WAKR	Akron, O.	1,000	1,000
		‡5,000	‡1,000
		*5,000	*5,000

1600 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KPMC	Bakersfield, Cal.	1,000	1,000
WCNW	Brooklyn, N. Y.	250	250
	(CP 1190 kc.)	*1,000L-	*1,000
WWRL	Woodside, N. Y.	250	250
		*5,000	*5,000

Something new has been
CULTIVATED
in the 3rd Major Market

It's the biggest county in the United States as far as agricultural wealth goes, yet no station in Southern California ever put forth any particular effort to serve these 15,000 Los Angeles County farmers.

But that's all been changed since KFI rolled up its Clear Channel sleeves and went to work really putting out the kind of farm programs the growers wanted to hear. From what we hear, we've done real well, and not only do our nearby neighbors dial daily for these informative broadcasts, but more than a few of the 100,000 other growers in the eleven western states make KFI a daily dialing habit.

Yes, we've cultivated an important field in the Nation's 3rd Major Market and we're **K**-eeping **F**-armers **I**-nformed every day with *Western Agriculture, National Farm and Home Hour, Noon Farm Reporter, Nightly Frost Warnings,* plus all the other weekly farm features.

So now, in addition to being the station "most people listen to most" in Los Angeles city, KFI, all 50,000 watts of it, is also the voice of the farm in these parts as well.

The Pacific Coast's Only Clear Channel Station

KFI

50,000 WATTS
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EARLE C. ANTHONY, INC.

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DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Canadian Department of Transport as of January 1, 1942)

** Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.*

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
CBK	Watrous, Sask.	50,000
	550 KILOCYCLES	
CFNB	Fredericton, N. B.	1,000
	560 KILOCYCLES	
CJKL	Kirkland Lake, Ont.	1,000
	580 KILOCYCLES	
CKUA	Edmonton, Alta.	1,000
CKPR	Port Arthur, Ont.	1,000
CKCL	Toronto, Ont.	(DA)1,000
	600 KILOCYCLES	
CJOR	Vancouver, B. C.	1,000
CFQC	Saskatoon, Sask.	1,000
CFCF	Montreal, Que.	500
CFCH	North Bay, Ont.	1,000
	610 KILOCYCLES	
CJAT	Trail, B. C.	1,000
CHNC	New Carlisle, Que.	1,000
	620 KILOCYCLES	
CKCK	Regina, Sask.	1,000
	630 KILOCYCLES	
CFCY	Charlottetown, P.E.I.	1,000
CFCO	Chatham, Ont.	100
CKOV	Kelowna, B. C.	1,000
CJRC	Winnipeg, Man.	1,000
	690 KILOCYCLES	
CBF	Montreal, Que.	50,000
	730 KILOCYCLES	
CKAC	Montreal, Que.	5,000
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	1,000
	800 KILOCYCLES	
CKLW	Windsor, Ont.	5,000
CHRC	Quebec, Que.	1,000
	860 KILOCYCLES	
CFRB	Toronto, Ont.	10,000
	900 KILOCYCLES	
CJBR	Rimouski, Que.	1,000
CHML	Hamilton, Ont.	(DA)1,000
CKBI	Prince Albert, Man.	1,000
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CKNX	Wingham, Ont.	1,000
	930 KILOCYCLES	
CJCA	Edmonton Alta.	1,000
	940 KILOCYCLES	
CBM	Montreal, Que.	5,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	1,000
CHNS	Halifax, N. S.	1,000
*CKWS	Kingston	100
	980 KILOCYCLES	
CJRM	Regina, Sask.	1,000
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	1,000
	990 KILOCYCLES	
CKY	Winnipeg, Man.	15,000
	1010 KILOCYCLES	
CFCN	Calgary, Alta.	10,000
CBY	Toronto, Ont.	(DA)1,000
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
	1130 KILOCYCLES	
CBR	Vancouver, B. C.	5,000
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	N-500 D-1,000
CHSJ	St. John, N. B.	1,000
	1220 KILOCYCLES	
CHAB	Moose Jaw, Sask.	1,000
	1230 KILOCYCLES	
CJCJ	Calgary, Alta.	100
CHGB	Ste. Anne de la Pocatiere, Que.	250
CKVD	Val d'Or, Que.	100
	1240 KILOCYCLES	
CFPR	Prince Rupert, B. C.	50
CBJ	Chicoutimi, Que.	100
CKMC	Cobalt, Ont.	50
CJCS	Stratford, Ont.	50
CKCH	Hull, Que.	100
CHLT	Sherbrooke, Que.	250
CKNB	Campbellton, N. B.	100
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	1,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	1,000
	1310 KILOCYCLES	
CKCO	Ottawa, Ont.	(DA)1,000
	1340 KILOCYCLES	
CKCV	Quebec, Que.	100
CHCK	Charlottetown, P. E. I.	50
CJLS	Yarmouth, N. S.	100
CFGP	Grande Prairie, Alta.	250
CHWK	Chilliwack, B. C.	100
*......	Pembrooke, Ont.	250
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	100
	1400 KILOCYCLES	
CJGC	Lethbridge, Alta.	100
CFAR	Flin Flon, Man.	100
CKRN	Rouyn, Que.	250
CKCW	Moncton, N. B.	100
CFOS	Owen Sound, Ont.	250
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	10
	1430 KILOCYCLES	
*CHEX	Peterborough, Ont.	1,00
	1450 KILOCYCLES	
CKLN	Nelson, B. C.	10
CKCA	Kenora, Ont.	N-10 D-25
CHLN	Three Rivers, Que.	10
*......	Parry Sound, Ont.	....
CFLC	Prescott, Ont.	10
	1460 KILOCYCLES	
CJGX	Yorkton, Sask.	1,00
	1470 KILOCYCLES	
CKGB	Timmins, Ont.	1,00
	1480 KILOCYCLES	
CJVI	Victoria, B. C.	50
CHGS	Summerside, P. E. I.	10
	1490 KILOCYCLES	
*......	Medicine Hat, Alta.	10
CKCR	Kitchener, Ont.	10
CFRC	Kingston, Ont.	10
CHLP	Montreal, Que.	25
CJIC	Sault Ste. Marie, Ont.	25
	1550 KILOCYCLES	
CKTB	St. Catherines, Ont.	1,00
	1570 KILOCYCLES	
CFPL	London, Ont	(DA)1,00

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Regional Networks and Group Operated Stations

(For rates and details, consult headquarters indicated)

AMERICAN BROADCASTING Corp. (Bulova Group)—Comprising WNEW, New York; WPEN, Philadelphia; WCOP, Boston; WORL, Boston; WELI, New Haven; WNBC, New Britain. General Manager: H. A. Lafount, 730 Fifth Ave., New York.

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: John A. Reilly, KOY; John Merino, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingberry & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, Manager; Thomas Gavin, sales manager.

CALIFORNIA RADIO SYSTEM—Comprising KFWB, Hollywood; KSAN, San Francisco; KQW, San Jose; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. President: Guy C. Hamilton, KFBK. General Manager: Howard Lane, KFBK. Represented nationally by Paul H. Raymer Co.

CBS OWNED AND OPERATED STATIONS—*Owned:* WABC, New York; WJSV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis. *Leased:* WEEI, Boston. All members of CBS network; all represented nationally by Radio Sales Inc.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Edward Petry & Co. Headquarters: KOIL. Director: Don Searle, KOIL.

COLONIAL NETWORK—Comprising WAAB, Boston; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WTHT, Hartford, Conn.; WATR, Waterbury, Conn.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WCOU, Lewiston, Me.; WSYB, Rutland, Vt. Available as a regional network and as adjunct of Mutual Broadcasting System. Available also with WOR and WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3d.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah, to which advertisers may add any stations on which the same time can be cleared and arrangements for pickup made in Peoria, Topeka, Omaha, Kansas City, Columbia, Mason City, Sioux City, Rochester, Dubuque or St. Joseph. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bondurant, WHO. National representatives: Free & Peters Inc.

THE COWLES STATIONS (Including Iowa Broadcasting System)—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; WNAX, Yankton, S. D.-Sioux City, Ia. Available as a group. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, commercial manager, KSO-KRNT; William Quarton, commercial manager, WMT; Phil Hoffman, commercial manager, WNAX. Ted Enns, national sales manager.

DON LEE BROADCASTING SYSTEM—*Southern California:* KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. *Northern California:* KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced. *Northwest (Oregon):* KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria. *Northwest (Washington):* KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGA, Spokane. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Wilbur Eickelberg, general sales manager.

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., vice-president, secretary and treasurer. Represented nationally by International Radio Sales.

GEORGIA MAJOR MARKET TRIO—Not operated as network but offers joint rates, can be linked as network, rates on request. Comprises WGST, Atlanta; WTOC, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

HEARST RADIO Inc.—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WINS, New York City; WISN, Milwaukee; KYA, San Francisco. Headquarters: 20 E. 57th St., New York City. President: C. B. McCabe. General Manager: E. M. Stoer. Represented nationally by International Radio Sales, New York.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price, all in Utah. Business manager: George C. Hatch, KLO. Represented nationally by George Hollingbery Co.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City, Mo.; telephone, Harrison 1161.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: KGKO, Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, KTSA-KGNC-KRGV. Managing Director: James W. Pate.

MASON-DIXON RADIO GROUP—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCullough.

McCLATCHY BROADCASTING COMPANY—Stations controlled by McClatchy newspaper interests (see California Radio System for network data); KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. Executive officers: Guy C. Hamilton, vice-president; Howard Lane, manager.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WHLS, Port Huron; WELL, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beeuwkes, advertising, sales promotion and publicity director; David H. Harris, traffic manager. Represented nationally by Paul H. Raymer Co.

NBC OWNED AND MANAGED STATIONS—*Owned:* WEAF; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco. Leased from *General Electric Co.:* KOA, Denver; RCA-owned, and NBC-operated stations—WJZ, New York; WENR, Chicago; KGO, San Francisco. All members of NBC network; all represented nationally by NBC Local Sales.

NORTH CENTRAL BROADCASTING SYSTEM Inc.—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; KFVD, Fort Dodge, Ia.; KTRI, Sioux City, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WFHR, Wisconsin Rapids, Wis.; WSAU, Wausau, Wis.; WHBL, Sheboygan, Wis.; KFIZ, Fond du lac, Wis.; WHBY, Appleton, Wis.; WEMP, Milwaukee; WCLO, Janesville, Wis.; WRJN, Racine, Wis.; WIBU, Poynette, Wis. Outlets in other regional cities available on order. Headquarters: Commodore Hotel, St. Paul. Officers: John W. Boler, president, secretary and general manager; Howard S. Johnson, vice-president; David C. Shepard II, treasurer.

(Continued on page 76)

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Regional Networks

(*Continued on page 75*)

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; WEBC, Duluth, Minn. Available as a regional network or as a unit of NBC Red and Blue networks. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office: KSTP, Hotel Raddison, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: 1800 W. Main St., Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Officers: Ross Porter, KGFF, president; Tams Bixby Jr., KBIX, vice-president; Joseph W. Lee, KGFF, secretary-treasurer. Represented nationally by Arthur H. Hagg & Associates.

PACIFIC BROADCASTING Co.—Affiliated with Don Lee Broadcasting System. *Washington outlets:* KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KGA, Spokane; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KWLK, Longview. *Oregon outlets:* KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KAST, Astoria; KWIL, Albany. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SCRIPPS-HOWARD GROUP — Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, Memphis, operated separately. Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., is licensee of WMPS, Memphis. Scripps-Howard Radio Inc. headquarters: 230 Park Ave., New York City. Officials: Jack R. Howard, 230 Park Ave., New York City, president; James C. Hanrahan, WMPS, executive vice-president; Richard B. Westergaard, WNOX, vice-president; Mortimer C. Watters, WCPO, vice-president. H. W. Slavick, WMC, general manager.

SOUTH CENTRAL QUALITY NETWORK—Comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN NETWORK—Comprising WKRC, Cincinnati; WSIX, Nashville; WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; WGRC, New Albany-Louisville. Available as hookup and as units of Mutual Broadcasting System in combinations stated on rate card available on request from any station.

TEXAS QUALITY NETWORK—Comprising WFAA,, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFYO, Lubbock; KFDA, Amarillo; KVWC, Vernon; KRLH, Midland. Executive Officer: Ruth G. Roosevelt, president. Headquarters: 1201 W. Lancaster, Fort Worth.

TRI-CITY STATIONS—Regional hookup of three Virginia stations: WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Phillip P. Allen. Sales Manager: Carl B. Ogilvie. Executive Offices: WLVA, Lynchburg.

WEST VIRGINIA NETWORK — Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president and general manager; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. Also shortwave station WBOS, Boston. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter C. Evans, vice-president; Lee Wailes, manager; W. E. Jackson, sales manager; George Harder, advertising and publicity manager; J. E. Baudino, technical manager; F. A. Logue, auditor; G. H. Hawkins, program supervisor.

YANKEE NETWORK — Comprising WNAC, Boston; WTIC, Hartford, Conn.; WEAN, Providence, R. I.; WTAG, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3rd.

Z-BAR NETWORK—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Managing Director: Ed Craney, KGIR.

CANADIAN GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—*Owned:* CBA. Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CBY, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

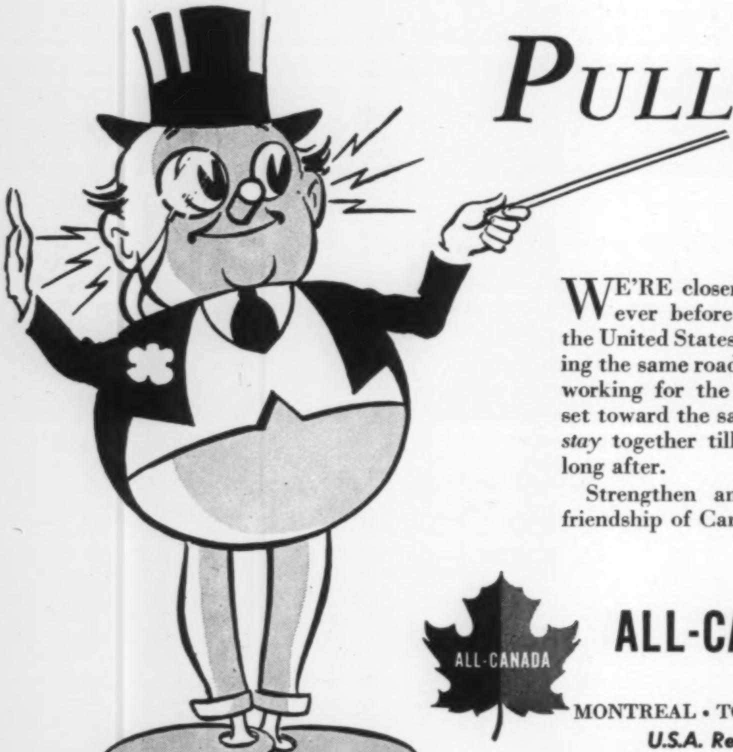
FOOTHILLS GROUP — Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUDE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Group discount on spot business. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by H. N. Stovin; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CHEX, Petersborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont; for CHEX and CKWS, Victory Bldg., Toronto, Ont. President: Roy H. Thomson. General Manager: Jack Cooke.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CJRC, Winnipeg; CJRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CJRC and CKCK by Weed & Co., CJRM by Joseph Hershey McGillvra. Headquarters: Any station.



PULLING TOGETHER

WE'RE closer together than ever before—Canada and the United States. We're marching the same road—fighting and working for the same ideals—set toward the same goal. We'll *stay* together till Victory—and long after.

Strengthen and extend the friendship of Canadians toward your company and its products by spotting your radio programmes North of the border over the 'All-Canada' stations. A family of over thirty key stations each the "high spot" on the dial in the market it serves.

Whether you want to cover one Province or all Canada—you want 'All-Canada'. Get the facts.

ALL-CANADA

ALL-CANADA RADIO FACILITIES
Limited
MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
U.S.A. Representatives: WEED AND COMPANY

Success Stories: The Effective Use of Radio

Summary-Index of Articles on Radio Selling and Merchandising
Published in BROADCASTING, 1938-41 Inclusive, with Dates of Publication

Automotive

SELLING RADIO TO USED CAR DEALERS. *By Lew Trenner,* WCHS, Charleston, W. Va. Jan. 15, 1938, p. 24. How radio can be utilized to sell used cars.

CHRYSLER MOVING USED CARS BY AIR. May 15, 1938, p. 11. Chrysler Corp. spends better part of $500,000 for radio spots to move used cars just prior to the appearance of new models. Campaign augmented by local dealers doing advertising on their own.

RECREATING BASEBALL GAMES DRAWS SALESROOM MOBS AND SELLS AUTOS. *By Frank Bull,* Smith & Bull Advertising, Los Angeles. Sept. 1, 1938, p. 30. Beverly Hills auto dealer broadcasts big league baseball games over KMPC from salesroom, recreating them from Western Union ticker and inviting public to attend. Gets prospect list and increases actual sales.

EVERYBODY WINS IN PORTLAND. Nov. 15, 1939, p. 32. Weekly quiz show broadcast over KOIN, Portland, from the showroom of sponsor, while moving used cars, has as its main purpose the promotion of good-will between buyer and company.

AMERICA MEETS THE CHAMPION VIA DISCS. *By Paul Brines.* Dec. 1, 1939, p. 19. Millions learn of Studebaker cars while dealers learn about radio as an advertising medium as Studebaker Co. completes 10 years on the air with a five months campaign using transcriptions over 77 stations.

WHO STARTED THIS QUIZ BUSINESS. *By Fred Baker,* Baker, Cameron, Soby & Penfield, Hartford. April 1, 1940, p. 32. Jack, the Tire Expert, General Tire distributor of Hartford, claims to have the granddad of all quiz programs, having started in 1928. Some have disputed the claim, but none deny that Jack's success in the tire business is due almost entirely to radio.

SELLING USED CARS BY RADIO. *By Ivar F. Wallin, Jr.,* president, Ivar F. Wallin, Jr. & Staff, Los Angeles. Oct. 1, 1940, p. 67. Coast firm, refusing at first to consider radio as a medium for moving its used cars, now has become the largest used car dealer on the Pacific Coast, thanks to a successful experiment with radio. Now using 21½ hours every week.

CAB BUSINESS. Dec. 15, 1940, p. 42. After a trial of two months using spots on four of Washington's stations to familiarize patrons with their phone number, Yellow Cab "call" business increased over 230% and the company immediately arranged for a long-term contract calling for a greater monthly expenditure for radio.

26 HOURS PER WEEK. Feb. 17, 1941, p. 45. Chicago Auto distributor signs big contract with WIND, Gary, Ind., after selling its entire stock of 250 cars in a trial period of five weeks.

LALLY'S SUCCESS. August 11, 1941, p. 37. Play-by-play baseball broadcasts on KSO, Des Moines, brought in the customers to Lally's Service Inc., Des Moines auto repair and service concern.

A BOOM IN AUTO REPAIRING. Sept. 1, 1941, p. 22. Winningham Chevrolet Co., Birmingham, Mich., reports that after its first two months on WCAR, Pontiac, Mich., repair sales rose 57%. Then sponsoring a program of awarding prizes via telephone, sales continued to leap.

Clothing, Furnishings And Leather Goods

BROADCASTS BY ADAM HAT BRING BOOST IN BUSINESS. March 1, 1938, p. 38. Expansion of Adam Hat outlets from 400 to 600 stores credited largely to company's fight broadcasts.

CENTRAL SHOE CO. SERIES IS SUCCESS BEFORE TAKING AIR. April 1, 1938, p. 24. Here's a case where the cart came before the horse. A wide-scale promotion drive was under way long before the radio program started: handouts, theatre party for the children, placards, newspaper spreads. When Central Shoe Co., Kansas City, did come on the air over WHB, its audience was already established.

A BIG STORE USES RADIO DRAMATICALLY. *By Edward C. Stodel,* president, Stodel Advertising Company, Los Angeles. July 1, 1939, p. 94. Eastern Columbia Stores of Los Angeles, long a holdout against use of radio because its newspaper ads brought desired results, reluctantly agreed to give radio a trial only if it brought immediate results. A program to broadcast news from the store window using KEHE was planned by its agency. The fact that it has recently signed a long term contract speaks for itself.

OFF THE BEATEN PATH SACHS SUCCESS. *By Paul Brines.* Jan. 15, 1940, p. 26. When a store 10 miles from Chicago's Loop can spend $1,500 weekly on a 50 kw. station, business must be good. A little store back in 1934 started an *Amateur Hour* over WENR; today that store has grown to a modernistic three-story building, known the city over. It's the store radio built.

RADIO'S SHOEPRINTS ON SANDS OF TIME. *By J. B. Kiefer,* vice president and treasurer, Pacific Market Builders, Los Angeles. Sept. 1, 1940, p. 34. Pacific Coast's largest chain of independent shoe stores, already firmly established, was another reluctant venturer into the radio field and, after two years, sings radio's praises. Theirs is a news program but directed toward class preference, with occasional institutional talks, children's angles, and the like.

HOW PROFESSOR PUZZLEWIT SELLS SHOES. *By Hassel W. Smith,* manager, San Francisco office, Long Advertising Service. Sept. 1, 1940, p. 34. Coast shoe chain's quiz program ranks fourth in Coast listener preference following four of the biggest national programs. Idea is a running continuity interspersed with questions rather than question-answer type. Ever since the program's inception in 1937, shoe sales have been rising.

SELLERS OF SALES. Jan. 20, 1941, p. 10. Adam Hats has been using radio since 1928. Business was good. But ever since they started broadcasting prize fights on a nation-wide NBC hook-up, Adam Hats has become a by-word with sports fans the country over. Proof? In 1931 12 stores handled their line; in 1941 there were over 2,000.

FURNITURE THAT MUSIC SELLS. Feb. 17, 1941, p. 38. Concert program, now in its ninth year on KALE, Portland, Ore., has made Powers Furniture Co. one of the most successful dealers in that city. Featuring different items each day, tieing in with double-page newspaper spreads, is the success formula.

90% GOES TO RADIO. April 21, 1941, p. 41. Bell Clothing Co. of Tulsa, Okla., has realized a 60% return from out of town business since it went on the air seven years ago on KVOO, Tulsa. 90% of its advertising budget has since been devoted to radio.

THEIR FAITH IN RADIO PAID. *By Will Russell.* Will Russell & Co., San Francisco. May 12, 1941, p. 58. The Albert S. Samuels Co., jewelers of Oakland, wanted a program that would sell diamonds. They started a man-on-the-street from local hotel, emphasizing the love angle. For 13 weeks the program on KSFO, San Francisco accomplished absolutely nothing. Then the formula began to "take" and within another month sales were up 46%.

FURNITURE STORE'S DREAMS COME TRUE. *By Maury Nee,* advertising director, P. J. Nee Co., Washington, D. C. May 19, 1941, p. 28. Three years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years, had a radio inspiration, which led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, *Dreams Come True,* and when the business volume showed greater and greater increases, they upped their radio budget. It now tops all other media used.

CLIPPER CRAFT BUILDING ON RADIO. Aug. 11, 1941, p. 23. Trimount Clothing Co., Boston, originator of the Clipper Craft Plan whereby individual stores meet the competition of the chains, tried radio on six eastern stations in the fall of 1940. It clicked so well that the company has successively expanded to a network of 63 NBC-Blue stations and spots on 15 stations.

THRIFTEE MAKES SOME MONEY. *By Bert A. Phillips,* United Advertising Agency, Los Angeles. October 13, 1941, p. 52. Thriftee Outlet Co., Los Angeles clothing store, finds itself hopelessly overstocked. Radio comes to the rescue with shelf-emptying results. Sponsor has been on the air ever since with more than 17 hours per week of western music plus one-minute transcribed announcements on most local outlets.

THE CONSTANT HAMMERING AWAY. May 26, 1941, p. 37. C. C. Funk & Sons Furniture Store, Bristol, Conn., decided to try radio on WDRC, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Successes that followed definitely established radio as a permanent part of their advertising budget.

Department Stores

RETAIL ADVANTAGES OF RADIO OUTLINED. Feb. 15, 1938, p. 52. What radio can do for the retailer: Subject discussed before meeting of the sales promotion division of the National Retail Dry Goods Assn., in New York.

SUCCESS WITH SEARS-ROEBUCK. April 1, 1938, p. 48. Yiddish program of newscasts, sponsored by Sears Roebuck of Philadelphia over WDAS, finishes successful first year.

A DEPARTMENT STORE'S HOUR. April 1, 1938, p. 77. Seattle department store gets excellent results on program of music and news over KRSC, featuring daily specials directed primarily to women buyers.

DEPARTMENT STORE EXTENDS CUSTOMER AREA BY PROGRAMS. *By H. Kenneth Taylor,* vice-president, John Taylor Goods Co., Kansas City. June 1, 1938, p. 26. Four years on radio adds new customers from 122 additional counties for Kansas City company using KMBC. Series features a personal service shopper with dramatic background.

DEPARTMENT STORE USES NOVELTIES IN COOKERY PROGRAM. April 1, 1939, p. 84. Cooking school sponsored by Syracuse department store over WSYR so successful that a similar school started for its Rochester store over WHEC.

DEPARTMENT STORE'S SUCCESS. *By William R. Duchane,* advertising manager, W. D. Hardy Co., Mukegon, Mich. April 1, 1939, p. 84. Department store executive tells of success using different types of program and offers a common success formula for them all.

SIX YEARS WITH THE KIDDIES. July 1, 1939, p. 196. Hazleton, Pa., store completes sixth year of sponsorship of juvenile program over WAZL. Finds many calls for specials announced over the air, while its juvenile clothing department has become the largest in the city.

WHEN DEPARTMENT STORES USE RADIO. By J. P. Heverly. Sept. 1, 1939, p. 40. Article discusses department store uses of radio in all its phases. Points out in general that special programs should be used for each section of the store to induce sales and good-will.

DEPARTMENT STORES RENEW. Oct. 15, 1939, p. 34. Sales manager of KSTP, St. Paul, outlines policy for selling department stores.

RADIO SELLS LUXURY ITEMS. Dec. 1, 1939, p. 22. Radio's ability to sell high-priced merchandise proven when Syracuse firm, using WFBL, shows increase of 60% in Oriental rug sales over a period of one year.

TROPHY FOR CHILDREN'S SERIES. Dec. 15, 1939, p. 28. Higbee Co. of Cleveland, using WHK, after only two months on the air, wins *Cleveland Plain Dealer* 1939 radio poll trophy for sponsoring the year's most popular children's program, *Pinnochio.*

RADIO ENDORSED BY DEPARTMENT STORES. Feb. 1, 1940, p. 20. Hows and whys of radio as an advertising medium for department stores analyzed by "board of experts" before NRDGA, from questions submitted by retailers from all parts of the country.

A RADIO FORMULA FOR DEPARTMENT STORES. *By Joseph Creamer* and *John P. Nell.* Aug. 1, 1940, p. 48. Comprehensive study of radio and the department store analyzes the reasons for failure in the use of radio by some stores and offers them a formula for the successful use of the air waves as an advertising medium.

TALENT FOUNDATION AT WMC. Aug. 15, 1940, p. 104. Program sponsored by Sears - Roebuck over WMC, Memphis, auditions young singers and gives them a chance to appear on the air; has discovered many talented youngsters who sing alone or in groups.

SHERMAN, CLAY'S 'QUESTION AIR'. Nov. 15, 1940, p. 46. Program formula for department stores devised by KROW, Oakland, Cal., includes special promotion backed by the advertising department of the department store.

DEPARTMENT STORE PROMOTES BY AIR. *By Leonard A. Murchison,* merchandising and sales director, H. P. Wasson & Co., Indianapolis. Feb. 10, 1941. p. 24. Indianapolis department store shows how its alert use of radio, coupled with clever merchandising tie-ins, has increased the volume of business of one of the nation's finest fashion-minded stores.

IT'S A GIFT IN CLEVELAND. Feb. 17, 1941, p. 18. Large clothing firm with a variety program of news and music, features a new type of give-away. Using three roulette wheels to determine winners of cash awards, the program, heard first over WCLE, and later transferred to WHK, commands one of the largest daytime audiences in Cleveland.

RADIO FIGURES IN A STORE'S SUCCESS. *By Robert E. Bernhard,* apparel merchandising mgr., Wise-Smith's Department Store, Hartford. May 12, 1941, p. 60. Of course corsets are not always an up-lifting subject. But this store gave the problem serious thought and came up with *Figures in Music,* on WDRC, Hartford, designed for younger patrons of the store. Satisfied customers have given the store tremendous good-will, and of course, success with corsets has done it.

DEPARTMENT STORE PIONEER. *By Bernard Winn,* radio director, E. W. Edwards & Son, Syracuse, N. Y., June 2, 1941, p. 34. E. W. Edwards & Son of Syracuse, after 10 years of successful use of radio with various programs, sees careful planning the formula to success. It recommends a coordination of radio and other media of publicity for best results.

MRS. BLOOM'S BOOM ZOOMS SEARS' SALES. *By P. J. Aylward,* manager, Sears, Roebuck & Co., Columbia, S. C. July 14, 1941, p. 26. When Mrs. Bloom took over for Sears, Roebuck & Co., on WIS, and began describing individual rooms in the home and advising homemakers on decorations, sales boomed. The individual sales that built into large unit sales were amazingly handled by Mrs. Bloom.

A DEPARTMENT STORE BUILT BY RADIO. *By K. K. Hackathorn,* sales manager, WHK-WCLE, Cleveland. Sept. 22, 1941, p. 21. Burt's Inc., Cleveland department store, was a modest little jewelry store a decade ago. Then General Manager L. O. Klivans began using radio on an increasing scale. Gradually radio built the store to its present proportions as one of the city's most thriving businesses.

Drugs and Toilet Goods

FROM CELLAR TO COUNTER WITH MASON'S. *By Jack Part,* advertising manager, Mason Remedies Ltd. Jan. 15, 1938, p. 38. In the space of three short years "Mason's 49," a cough remedy, rose from a Canadian basement to the counters of both Canada and the United States, primarily through broadcast advertising.

THE MINUTES OF MINIT-RUB'S DEBUT. *By Joseph M. Allen,* advertising manager, Bristol-Myers. Sept. 1, 1938, p. 22. Bristol-Myers had a new product, a counter-irritant, decided to move it by radio alone. Result: Sales boomed from 0 to 2,800 dozen tubes a month in little over a year.

(*Continued on next page*)

THEY LISTEN IN THE MORNING. *By George Schneider*, radio director, Gerst Adv. Agency, Cleveland. Sept. 1. 1938, p. 54. Ohio's largest drug chain tried something new: A prize contest on a 7 a. m. program. Winners were those who were first to phone in the correct answers to a mystery tune. Prizes were gone after two minutes, and over 500 people called in. They're still doing it.

SALES SUCCESS OF CHAIN DRUG STORES. *By Walter J. Neff*, president, Neff-Rogow Inc., Advertising, New York. Aug. 15, 1939, p. 18. Liggett Drug chain found Phil Cook's *Morning Almanac* brought results plus. No store in the New York area showed in the red after it started using radio. Items mentioned only once sold from three to ten times the normal amount.

PEOPLES STORES GO TO THE PEOPLE. *By A. L. Merrill*, radio advertising manager, Peoples Drug Stores Inc., Washington, D. C. Aug. 15, 1939. p. 18. Peoples has made a very unique use of radio. In its largest Washington store, it has its own studio whence many nation-wide broadcasts have originated, celebrities interviewed, and recordings played. All day, loudspeakers in the store rebroadcast the best programs of the hour. The public have come to know station "PDS" and associate it with all Peoples Drug Stores. In other cities Peoples has used local stations with great satisfaction.

ALKA-SELTZER TAKES THE AIR. *By Walter A. Wade*, Wade Adv. Agency, Chicago. Sept. 1, 1939. p. 58. Miles Laboratories, Elkhart, Ind., thought it had a good product to sell. The best way to let the nation know of it was via the radio. Today, a product never heard of in 1931 has become a household word.

AWAKENING BOSTON'S DRUGGISTS. *By J. Bain Thompson*, Division of Drug Merchandising, WEEI, Boston. Oct. 15, 1939, p. 30. Boston's druggists were reluctant at first to use radio. After some persuasion, they went on the air with *Your Neighborhood Druggist Calling* and not only have they seen intangible results in the good-will created, but tangibly in the general increase in sales.

RADIO PROMOTION PROVIDES AID TO RETAIL DRUGGISTS. Nov. 1, 1939, p. 28. Methods by which radio can cooperate with druggists to promote products.

CAMPANA'S TEN SUCCESSFUL RADIO YEARS. *By Paul Brines*, Jan. 1, 1940, p. 20. Ten years of radio advertising have done much for Campana. Its market has increased, its sales have soared to undreamed of heights; but more than that, radio sales helped build its ultra modern all-glass factory at Batavia, Ill.

COAST DRUGGISTS TURNING TO SPOT. May 1, 1940, p. 22. The diffidence with which drug chains viewed radio has almost entirely disappeared as evidenced by Pacific Coast chains who are becoming increasingly larger users of the medium for their advertising.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Survey shows that retail grocers and druggists in Kansas regard radio as the most effective national advertising medium for their products.

LISTENERS FOUND BUYERS OF GOODS PROMOTED ON AIR. Aug. 15, 1940, p. 66. Telephone survey, using Winchell's Jergens program as guinea pig, finds that listeners definitely buy products they hear advertised on the air, and the more they listen the more they buy.

CUNNINGHAM TURNS TO RADIO. *By Ivan Frankel*, radio director, Simons-Michelson Co., Detroit. Oct. 15, 1940, p. 82. Cunningham Drug Co., Inc., Michigan drug chain, using 124 5-minute newscasts every week, becomes a household word and increases its ten million dollar annual sales over 8%.

SUCCESS SECRETS OF COLONIAL DAMES. *By Grace Glasser*, president, Glasser-Gailey & Co., Los Angeles. Dec. 15, 1940, p. 22. Success of Pacific Coast cosmetic firm's program heard over seven-station CBS-Pacific network proves that network shows can be inexpensive and unpretentious yet hold as large an audience as the larger national shows on same hookup.

CASH FROM CAMERAS. Feb. 17, 1941, p. 8. Muncie, Ind., Drug dealer, using a weekly program built around material furnished by manufacturers and local events interesting to camera fans on WLBC, finds sales in photographic supplies up over $10,000 in 1940.

NEWS BOOSTS SALES. March 24, 1941, p. 43. Detroit's Cunningham Drug Stores was so satisfied with its radio *News Ace* feature, that it renewed the program over five stations in the Detroit area calling for 123 newscasts weekly.

THEY BUY CHA-GOBE IN HARTFORD. *By E. S. Churchill*, sales mgr., Cha-Gobe Co., Hartford. September 29, 1941, p. 73. Test of street program on WTHT, that city, convinced nasal filters manufacturer that radio was the best medium for instantaneous results.

Financial & Insurance

A DETROIT BANK'S PRONOUNCED SUCCESS. *By R. M. Meisel*, advertising manager. Industrial Morris Plan Bank. Detroit. Feb. 15, 1938, p. 30. A $10 bill in one bank has as much value as $10 in another bank—it's the extra plus of service that make the difference. To advertise its "plus of service," Morris Plan Bank of Detroit, pioneered a series of educational programs which clicked. Now maintains full time radio director.

BANK'S BUSINESS. March 15, 1938, p. 53. Weekly series devoted exclusively to business news, sponsored by Central National Bank & Trust Co., Des Moines.

WHEN BANKS TURN TO RADIO. July 15, 1938, p. 32. Chicago bank advertising manager gives reasons why banks should use radio freely, with his formula for successful use of the medium.

RADIO PAYS, BANK DISCOVERS. Jan. 15, 1939, p. 24. When a bank's resources grow from two million to over 11 million in 13 years, and that bank has been a radio user over those 13 years, there must be some correlation between the two facts. Greater Louisville First Federal Savings & Loan Assn. gives radio all the credit for its progress.

PROGRAM AT DAWN IS SUCCESSFUL FOR CINCINNATI BANK. March 1, 1939, p. 76. Fifth Third Union Trust Co., of Cincinnati, using WKRC in a 7 to 7:30 a. m. program, advertised personal loan department to working people before they left for work. Fifteen calls at lunch hour day after the first broadcast proved program a success.

Q—SHOULD BANKS USE RADIO? March 1, 1939, p. 76. Yes, says Fort Wayne bank, as quiz program, successful, is sponsored 39 weeks, and checking and savings departments increase in volume.

INSURANCE SERIES WILL GO NATIONAL. Apr. 1, 1939, p. 26. Successful public relations campaign of the Lawton-Byrne-Bruner Agency, St. Louis (insurance) over KSD.

RADIO—A BANK'S FIRST LINE OF OFFENSE. *By C. W. Grove*, president, Second Federal Savings & Loan Assn., Cleveland. May 15, 1939, p. 15. Five years ago, the Second Federal Savings & Loan Assn. of Cleveland started from scratch. After the first year it started using radio, becoming the fourth largest banking institution in the city. Credit is given to WGAR and radio advertising.

A DETROIT BANK SELLS DETROIT. *By R. M. Meisel*, advertising manager, Industrial Morris Plan Bank of Detroit. June 15, 1939, p. 68. Detroit's bank program of unearthing local composers whose songs have become popular, proves big success and builds good will for the bank.

BUSINESS FIRMS OFFER BASIS FOR BANK'S. PROGRAMS. *By Charles C Alsup*, manager KICA, Clovis, N. M. Sept. 1, 1939, p. 56. *Builders of Clovis* program, sponsored by Citizens Bank of Clovis, salutes firms which have done much in the building of that community. It paid not only in good will but in a large number of new accounts.

SAVINGS COUNSEL FOR OKLAHOMA FOLKS. *By Jack E. Berry*, secretary-treasurer, Oklahoma City Federal Savings & Loan Assn. Nov. 1, 1939, p. 19. The fact that their program, *The Home Folks Counselor*, broadcast over WKY, won a national prize as one of the best sponsored by a bank in the U. S. in 1938.

TWO SUCCESSFUL FINANCE SHOWS. *By Luther Weaver*, Luther Weaver & Associates, Minneapolis-St. Paul. Nov. 15, 1939, p. 74. Minnesota bank picks up many new accounts with two novel programs. One, for juveniles, offered free a miniature savings bank to parents who came into the bank thus establishing contacts; other offered summer vacation trips in slogan contest.

"IF I GAVE UP ALL BUT ONE MEDIUM." *By Ralph W. Pitman*, president, Morris Plan Bank of Philadelphia. Dec. 1, 1939, p. 34. Mr. Pitman reports radio directly responsible for over half of new customers during 1939, who increased savings 150% and loans 51.7%.

DRAMA IN BANKING. Dec. 1, 1939, p. 72. WCCO, Minneapolis, inaugurates program built around functions of the Federal Reserve System, dramatizing banking activities.

PRACTICAL BANK ADVERTISING. Dec. 1, 1939, p. 34. Advertising manager of Morris Plan Bank of Detroit thinks continued success of banks advertising on radio assured if programs, time and stations changed periodically in order to reach a greater number of listeners.

HOW A BANK USES BROADCASTS. *By Robert J. Izant*, vice-president, Central National Bank, Cleveland. June 15, 1940, p. 72. Cleveland banker offers some hints on methods that have proven successful in that city.

UNCLE SAM SCANS SAVINGS-LOAN PROGRAM. Nov. 1, 1940, p. 48. Analysis by Federal Home Loan Bank Board shows that savings and loan companies must acquaint the public with the services they render and each year they are spending larger sums on radio advertising for this purpose.

LOAN FIRM ON SIX DAYS A WEEK. Jan. 13, 1941, p. 32. Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, on the air every day but Saturday with two programs over WTCN and WLOL, using a minimum of time for commercials, traces 243 new accounts directly to radio during the past 12 months.

INSURER'S SUCCESS. March 3, 1941, p. 28. Employers Casualty Co., of Dallas, Texas, has been on the air for six years. In that time their annual premium income has grown from less than one million to over three million. Figure it out for yourself.

MORRIS PLAN'S SPELLING BEE. July 14, 1941, p. 51. For three successive years Morris Plan in Fort Wayne has been sponsoring a county-wide spelling bee that is rapidly becoming a tradition. The station, WGL, and the sponsor have donated a plaque to rotate to the winning school each year.

AUTO LOAN BUSINESS UP 150%. July 21, 1941, p. 36. As a result of this remarkable success over WCSC, Charleston, S. C., the Citizen & Southern Bank is planning to extend its radio activities to its Columbia and Spartanburg, S. C. branches.

A BANK'S QUIZ SUCCESSFUL. September 1, 1941, p. 49. Firestone Park Trust & Savings Bank of Akron, O., tried a quiz program, titled *Was I Right?* on WAKR in that city, and got good results. Two teams made up of prominent citizens of Akron, participated on each broadcast.

SOME TIPS TO BANK SPONSORS. November 3, 1941, p. 26. Dominant financial program preference is for spot announcement, according to an analysis of radio advertising based on a canvas of 795 stations and experience of 688 bank sponsors.

Foods and Beverages

DR. PEPPER BEGINS ITS FOURTH SEASON. March 15, 1938, p. 20. Dallas beverage company begins fourth season on special Dixie Network, with its *Pepper Uppers*, which has been one of the most successful commercials in radio history.

SELLING WATER AT FLOOD TIME. *By Harry W. Witt*, CBS Southern California sales manager, Hollywood. April 1, 1938, p. 40. So successful was the selling campaign of California Consolidated Water Co. during floods that it started regular daily commercials over KNX, Hollywood, for a 52-week period.

CREAM OF THE MEDIUM CROP. *By R. W. Byrne*, account executive, Campbell-Ewald Co., San Francisco. Apr. 15, 1938, p. 52. Born in the height of the depression, Marin Dairymen's Milk Co., using KFRC, San Francisco, has become a leading milk distributor in that city. and its weekly program, *The Marin-Dell Amateur Hour*, has the highest ranking of any locally produced program in that area.

CONTEST FOR WOMEN'S CLUBS. May 1, 1938, p. 25. Social groups compete for cash prizes in series sponsored by Atlanta A&P stores over WATL.

THE REGIONAL SUCCESS OF S&W FOOD. *By Emil Brisacher*, Emil Brisacher & Staff, San Francisco. May 1, 1938, p. 30. Can a regional advertiser create a program that will vie in popularity with the large transcontinental competition? S&W Fine Foods has proved it can be done with its *I Want a Divorce*, which has rapidly become one of the leading programs on the Coast.

WHEN THE MARINES TELL ABOUT 7-UP. *By Grace Glasser*, president, Glasser Advertising Agency, Los Angeles. June 1, 1938, p. 14. So successful has their program, *The Marines Tell It To You* been, and so great the demand for the product as a result, that 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

MRS TUCKER'S SHORTENING. Sept. 15, 1938, p. 28. Interstate Cotton Oil Refining Co., Sherman, Tex., used several media to advertise its Silver anniversary. Radio, it found, proved the most successful by far, as seen by the results of various contests held as part of its advertising scheme for the event.

AN A. M. CUSTOMER GETTER. March 1, 1939, p. 74. *Bargain Hunter* program over KDYL, Salt Lake City, has proved a morning customer-getter by interviewing shoppers at the Grand Central Super Market, sponsors of the program. Prizes in merchandise are offered while placards throughout the store remind customers of the broadcast.

BAKERY PRESENTS NEW BRAND, USING SPOT RADIO ALONE. *By Wayne Varnum*, Iowa Broadcasting Company. March 15, 1939, p. 34. Zinsmaster Bread Co., of Des Moines, had a new name to put on the bread market. Using KSO and KRNT, it worked on the theory that if the housewife heard the name enough times it would become fixed in her mind.

A BREATH TAKER. March 15, 1939, p. 55. Houston food store chain using KPRC sells items successfully by announcing daily specials plus one super "breathtaking special."

RADIO AT THE POINT OF SALE. *By Paul C. Brines*. March 15, 1939, p. 56. *Feature Foods* on WLS, Chicago, not only advertises different companies' products but maintains a crew who makes contacts with the customers and supplies additional merchandising information for their clients. Personal interviews, speeches to women's clubs and the like give the program a more personal touch.

BORDEN'S SUCCESS ON PACIFIC COAST CREDITED TO RADIO. May 1, 1939, p. 70. On the air since 1937, Borden's has become the largest user of locally-produced radio programs in the West, using news programs featuring a local angle. Displays in stores and on trucks help keep name before the public.

WEST COAST TAKES TO CHEESE. *By Edith Abbott*, Botsford, Constantine & Gardner, San Francisco, June 15, 1939, p. 65. Tillamook Cheese, a West Coast company, ventured into radio rather timidly, but when 3,000 cheese graters with proof of purchase of 2 lbs. of cheese were sold, it was convinced.

CANADA DRY STORY OF SALES INCREASE NARRATED BY NBC. Aug. 1, 1939, p. 26. Steadily mounting business while general grocery sales index was declining traced directly to its quiz program.

CALISTHENIC PROGRAM GETS CHICAGO SPONSOR, OTHERS EXPECTED SOON. Nov. 1, 1939, p. 32. Chicago creamery takes over sponsorship of former sustaining program which had been highly successful—a daily calisthenic series over WGN.

A DAIRY BOOSTS ITS SALES. *By Gordon Daline*, Olmsted-Hewitt Adv. Agency, Minneapolis. Nov. 1, 1939, p. 50. When dairies of the Twin Cities discontinued advertising on a cooperative basis, Ohleen Dairy of Minneapolis found a new formula in advertising over WCCO with a program appealing to women; its products have been climbing consistently ever since.

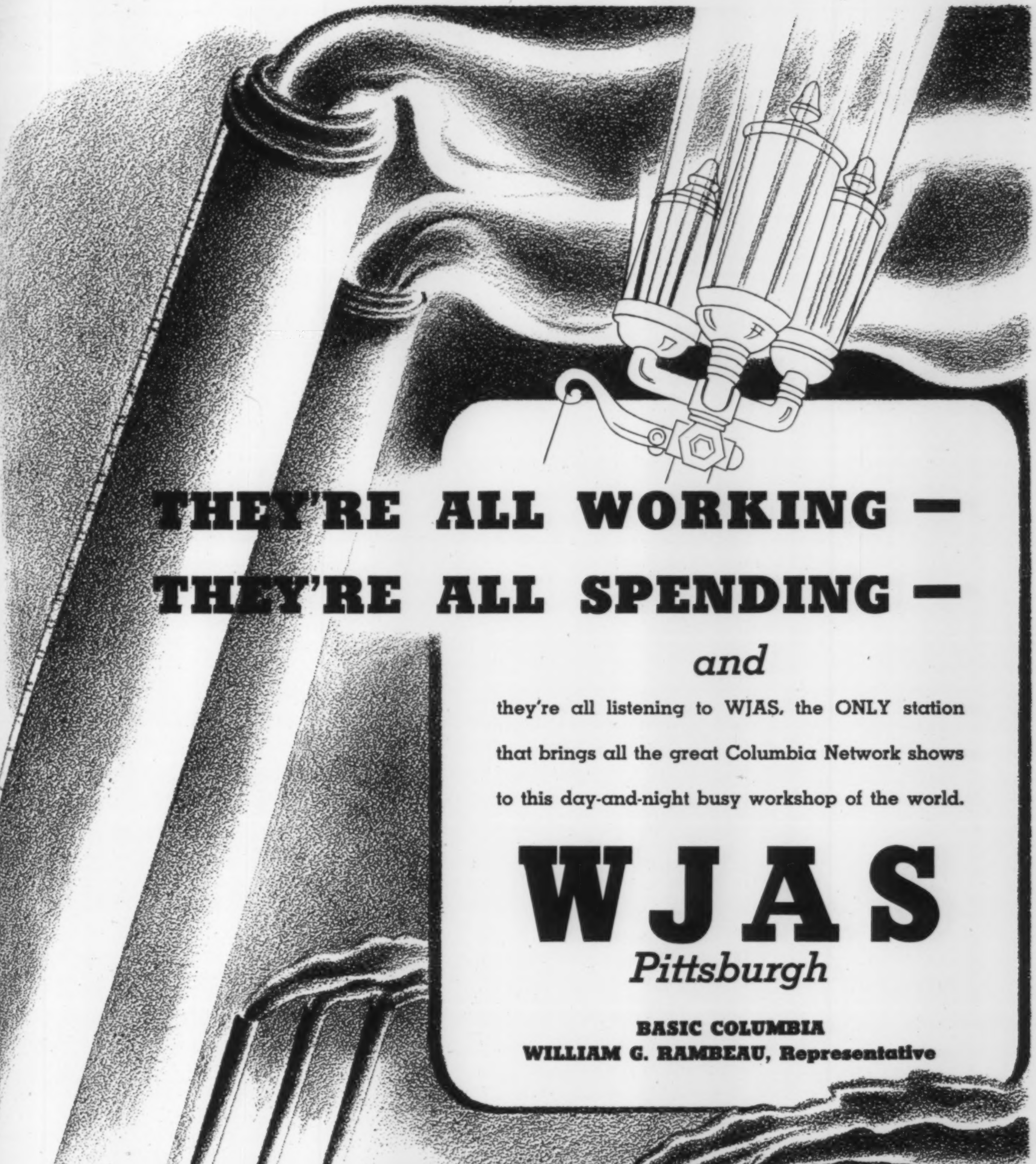
PERKO, NEW CEREAL, DEBUTS VIA RADIO. Nov. 1, 1939, p. 58. After only one month on the air, Minneapolis company highly pleased with sales results obtained through advertising its new product over North Central Broadcasting Systems.

KROGER DISCOVERS HEARTS ARE TRUMPS. *By Helen Kennedy*, assistant in charge of radio to A. E. Johnston, advertising director, Kroger Grocery & Baking Co. Nov. 15, 1939, p. 21. Coffee company finds programs directed to women's heartstrings sells dated coffee in big way.

RETAILERS REVEAL RADIO PREFERENCE. Dec. 1, 1939, p. 41. Survey in New York metropolitan area shows retail grocers and middlemen prefer radio as the best means of advertising grocery store products.

A DAIRY OPENS THE DOOR. *By Frederic W. Ziv*, Frederic W. Ziv, Advertising. Cincinnati. Jan. 15, 1940, p. 42. Following up the tremendous demand for copies of the daily script of *Secret Diary*, French-Baur Dairy Co., Cincinnati, found that by delivering them in person it sold its product to 75% of all homes contacted, and many of these have become steady customers.

(*Continued on page 80*)



THEY'RE ALL WORKING —

THEY'RE ALL SPENDING —

and

they're all listening to WJAS, the ONLY station that brings all the great Columbia Network shows to this day-and-night busy workshop of the world.

WJAS

Pittsburgh

BASIC COLUMBIA
WILLIAM G. RAMBEAU, Representative

Success Stories: The Effective Use of Radio

(Continued from page 78)

LITTLE BUDGET, BIG RESULTS. *By Ed. S. Stokes*, president, Stokes Canning Co., Denver. Jan. 15, 1940, p. 78. Small advertiser with limited budget puts his money in radio program and sales rocket to 16¾% over any peak in last 29 years.
DOLE RADIO DRIVE PROVES A SUCCESS. Mar. 15, 1940, p. 30. Sponsors of Al Pearce show (Dole Pineapple) discover its first use of the air medium more than fulfilled expectations.

DAIRYMAN'S DREAM COMES TRUE. *By Harold S. Kahm*. Apr. 15, 1940, p. 87. Quiz for parents on child-raising brings women to plant for broadcast and entertainment. Program undertaken by firm as an experiment in radio proves big success.

BREAD AND THE REDUCING DIET. *By William H. Horsley*, president, Pacific National Advertising Agency, Seattle. May 15, 1940, p. 78. Seattle bread firm conducts health club over KOMO, and sells bread to ladies who want to reduce.

TEASER CAMPAIGN FOR COFFEE CAN. May 15, 1940, p. 78. Des Moines coffee firm precedes appearance of new product with announcements which at no time mentioned the name of the product—merely informs public to be on the watch for it.

SUCCESS FORMULA. Aug. 1, 1940, p. 151. Prize-winning formula in Tacoma advertising contests over KVI has mixture of ingredients: sound "selling" copy, good station and consistent schedule, persistently maintained.

HOLLYWOOD GOSSIP SELLS FOR SUNKIST. Aug. 15, 1940, p. 100. Hedda Hopper's Hollywood gossip sells oranges and lemons and brings 52-week contract from 13-week trial by California Fruit Growers Exchange.

ADVERTISING AND AMERICANISM. Oct. 1, 1940, p. 63. Timely topic stressing the American peoples' freedom to choose as they please, used on Borden program (milk), finds an interested public and gets enthusiastic reception.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Group of surveys by Prof. Summers, of Kansas State College, show Kansas retail grocers and druggists regard radio as the most effective national advertising medium for its products.

STALE BREAD PROBLEM SOLVED. *By Charles Quimby*, advertising manager, Quimby Baking Co., Uhrichsville, O. July 15, 1940, p. 26. Bread company has problem with bread which could not be sold; talk it over with WWVA, Wheeling, which suggests program featuring male singer, and contest. P. S.: No more stale bread.

HAPPY BAKERS. March 3, 1941, p. 44. Bakers of Mankato, Minn., were in a dilemma. Bread sales kept falling. What to do about it? They appealed to KYSM who arranged an audience-participating quiz program. Bread wrappers started to pour in. Sales boomed and the bakers are again happy.

WHEN RADIO SUPPORTS THE STAFF OF LIFE. *By Milton Peterson*, general manager, Peter Pan Bakeries. March 3, 1941, p. 11. Here's one company which is firmly convinced that a well-established program can challenge any other medium in the field of quick response to direct-action-new-product selling. They have been using a plain folksy story called *Toby and Susie* which has a large established audience—and those listeners buy bread!

S. & F TALKS OVER ITS SOARING TURNOVER. *By Tom Paul*, advertising manager, Smart & Final Co., Los Angeles. March 17, 1941. p. 11. The smart thing to do, S & F, West Coast wholesale house decided, was to let radio sell its groceries. They bought a piece of reasonable radio time on KFAB, Los Angeles, and sat back to see what would happen. It happened, and S & F came back for more with *Johnny Murray Talks It Over* on KFI. Well, 27,000 sets of silver and three carloads of glassware as premiums tell the story pretty well.

A SUCCESS STORY

A recent survey made in Pennsylvania shows for

STATION A (1000 watts)
a revenue three times greater than cost for INS newscasts

STATION B (5000 watts)
A revenue seven times greater than cost for INS newscasts

STATION C (250 watts)
a revenue five times greater than cost for INS newscasts

Results like these are a common occurrence all over the country for stations using INS news broadcasts.

INS for Advertising Profits

FURTHER INFORMATION ON REQUEST

NOTHING BUT RADIO. Dec. 1, 1940, p. 26. Chico, Cal., grocery firm persuaded by KHSL to place its entire advertising budget for air time, finds an increase of 32% in it sbusiness within a few weeks.

IT'S SAFETY FIRST. Dec. 15, 1940. p. 85. Safety program, sponsored by Fort Wayne bakery over WGL, not only benefits the citizens of that community but brings increased bread sales for the firm.

TURKEYS GOBBLED. Dec. 15, 1940, p. 69. Turkey farm using KROW, Oakland, exclusively, doubled its business in 1940 over the previous year.

THE SALES OF BREAD AND CAKE RISING. April 14, 1941, p. 44. When Continental Baking Co., started to take its *Your Marriage Club*, on the road it played to an average of 5000 people a show. To get into the show, each person had to go to its Wonder Bread dealer to get a ticket. That killed two birds with one stone. It brought good will and sold the bread. Perfect combination.

STORY OF PRESSURE. May 5, 1941, p. 46. A Des Moines company had a new product to market and realized it would be tough to put over. They turned to KRNT, that city, and within a month sales quadrupled.

IT SELLS AND IT CREATES GOODWILL. *By Robert J. Davis*, vice president, Brisacher, Davis & Staff, Los Angeles-San Francisco. June 2, 1941, p. 18. It was an old problem with the farmer. Middleman expenses. A cooperative group on the West Coast decided to use radio to try to beat it. They put on *The American Challenge*. Today it carries the load of acquainting housewives on the Coast with their fresh products. Increased business reflects the results.

SPOTS MOVED THE APPLES. June 30, 1941, p. 24. An intensive three-a-day schedule of spot announcements on 25 stations resulted in the disposal of a Washington State bumper crop of what might have been a total loss due to the closing of export markets in warring countries.

MORE THAN A KRAFTY FOOT IN THE DOOR. *By John H. Platt*, advertising director, Kraft Cheese Co., Chicago. July 14, 1941, p. 11. Eight years of continuous sponsorship by Kraft has made sales history for the company. From the first two-hour network show on NBC in 1933 to the present *Kraft Music Hall*, Kraft has shot its sales messages to the public in a concentrated and successful form.

BEHIND THE STROH CURTAIN. *By Arden Yinkey*, Zimmer-Keller, Detroit. July 21, 1941, p. 34. Quality musical program featuring 36-piece all-string orchestra, did a fine merchandising job for Stroh Brewery Co. of Detroit. The half-hour evening show was presented before capacity audiences in and around the city. Station used was WJR.

A BUCK FOR A BOX—THE MILLER METHOD. *By J. J. Werner*, sales and advertising director, Miller Cereal Mills Co., Omaha. July 28, 1941, p. 22. Starting from scratch, Miller successfully introduced a muffin mix by radio and then followed up with a hit program that paid a buck for each of the sponsor's box tops found in the home of housewives called during the show.

SELLERS OF SALES. September 29, 1941, p. 38. *Adelaide Hawley*, editor of WABC's Woman's Page of the Air, makes good use of her knowledge of the housewife's problems in her broadcasts for the New York State Bureau of Milk Publicity and the Krug Baking Co. Both sponsors have had remarkable response in the New York area.

TILLAMOOK GETS $10.90 FOR EVERY $1. *By David M. Botsford*, president, Botsford, Constantine & Gardner, Portland, Ore. October 13, 1941, p. 18. Tillamook County Creamery Assn. of Portland, Ore., has found its weekly 15-minute Coast regional network program an effective and profitable low-cost advertising medium.

SELLERS OF SALES. R. C. Williams Co., New York, distributors of Royal Scarlet brands (food products), were determined to put Royal Scarlet brand name back in the public mind. Radio was tried so successfully that within four months the Williams Co. had expanded its radio time threefold. October 13, 1941, p. 53.

A LIVESTOCK MARKET PROSPERS. October 20, 1941, p. 33. North Portland Livestock Market News and Educational Foundation, Portland, Ore., started a daily noon quarter-hour livestock market commentary on KEX, that city, resulting in increased business for the market. Estimated daily listening audience is 250,000.

SUCCESS FOR SUPER MARKET. October 27, 1941, p. 40. *Charles Crouch*, vice-president of Super Market Institute and manager of 22 Lucky Stores in Northern California, tells of the Lucky Stores' radio success on KGO, Oakland. Super Markets Institute Convention in Philadelphia was so impressed that many Super Market operators planned similar promotional tieups.

Housing & House Furnishing

OLDEST PROGRAM OF THEM ALL. Apr. 15, 1938, p. 44. Sachs Quality Furniture, New York, disputes Cities Service claim as the oldest program on the air. Say it preceded by over two years, having gone on the air Nov. 21, 1925.

WHK'S NEW SERIES STIRS REALTY MART IN CLEVELAND AREA. June 1, 1938, p. 47. Novel program describes properties available and advises public to visit them. At same time pamphlets listing all such properties widely distributed.

BOB'S AND JUDY'S COTTAGE. Aug. 1, 1938, p. 18. WAPI, Birmingham, sponsors real estate promotion scheme with a program describing hopes and experiences of a young couple in planning and building a new home.

THE HOUSING BOOM THAT KFPW BUILT. *By Jimmie Barry*, advertising manager, KFPW, Fort Smith, Ark. Aug. 1, 1938, p. 19. A mild boom in the building trades was started when KFPW decided to undertake the building of a model home at its own expense in an effort to educate the public in the problems involved in building a new home. The house was promptly sold, the building trades began to pick up and KFPW has been widely praised.

THE HOUSE GOES TO THE BUYER. Jan. 1, 1939, p. 19. Milwaukee real estate firm broadcasts direct from rooms of "Dream House," describing it and getting visitors' reactions. Over 3,000 people turn out to see the home which was sold within two days.

HOUSE WAS SOLD. Feb. 1, 1939, p. 81. Phoenix realty firm using KTAR sells property valued at $15,000 for a total advertising outlay of $161.25, in two weeks time.

YOUNG AMERICA SELLS THE NORGE LINE. *By George Fulenwider*, sales manager, Southern Bearing & Parts Co., Charlotte, N. C. June 15, 1939, p. 17. Charlotte firm sells Norge refrigerators via WBT by sponsoring children's show. Eliminations held through local civic groups and finalist appear on program, which not only builds sales and dealer acceptance, but holds civic interest and inspires good-will.

THE FHA SENDS AN INVITATION TO SPONSORS. *By George T. Van der Hoef*, Chief, Radio & Motion Picture Section, Federal Housing Authority. Oct. 1, 1939, p. 20. For five years the FHA has used radio in its program of education in home building. Over that period it has backed several types of programs all to the same end. Today, FHA feels that the "log-jam" in housing has been broken and in large measure credits radio for its success.

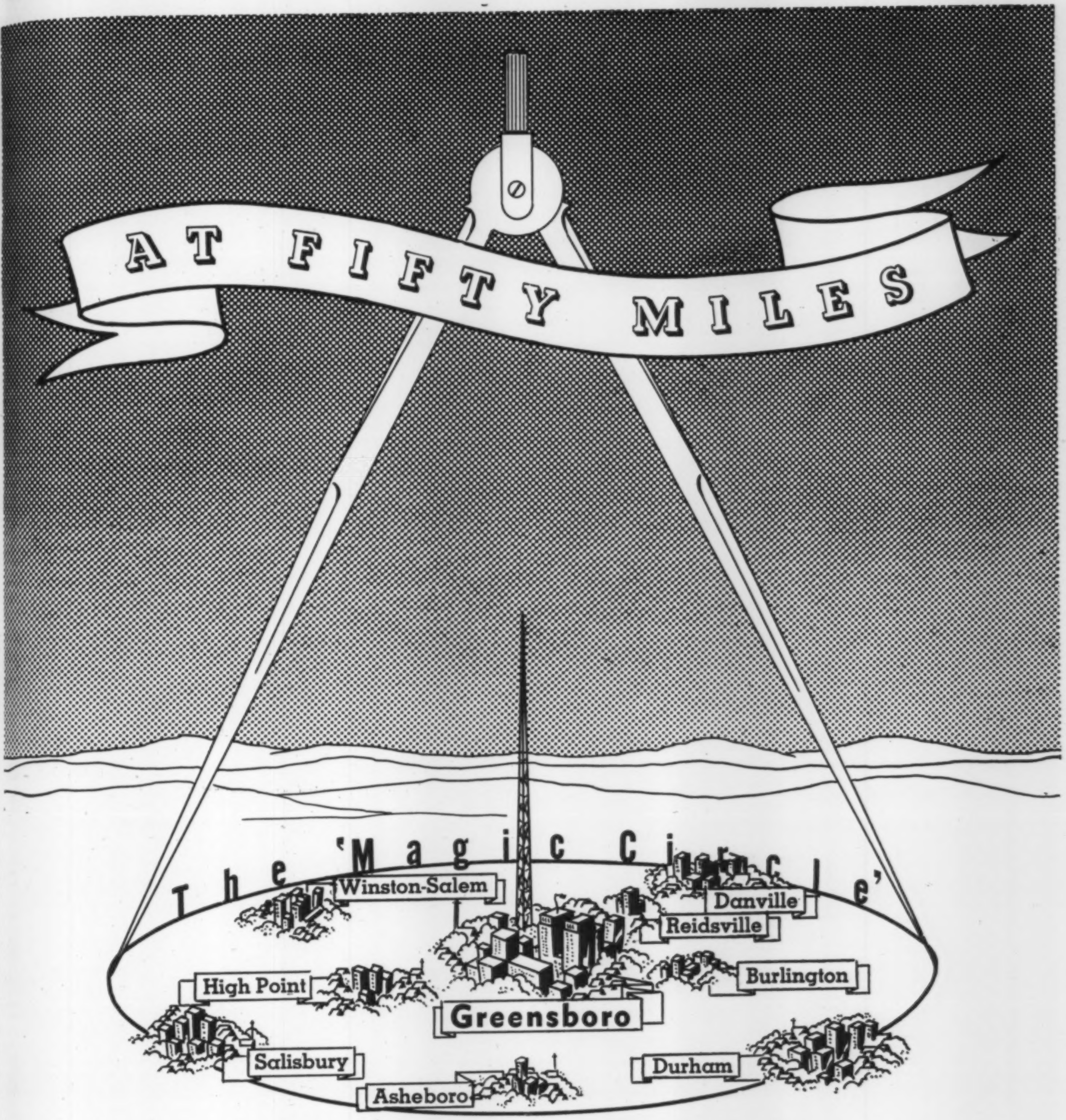
FOOD SHOW RECORD. Oct. 15, 1940, p. 75. Omaha Food Show, featuring three network shows, brought to Omaha by WOW, breaks all attendance records of the last 35 years.

RADIO-BUILT HOUSE IN CAROLINA. Jan. 20, 1941, p. 12. To educate its audience in the problems of home-making from the ground-breaking to the house-warming, WCSC, Charleston, S. C., sponsors the building of a model home, broadcasting for 15 minutes each day on-the-spot with an informal serial.

BROADCASTS CAN SELL PIANOS. March 31, 1941, p. 34. Various programs the country over have shown that radio can move pianos, says report of National Manufacturers Assn.

(*Continued on page 82*)

XUM


AT FIFTY MILES
The 'Magic Circle'
Winston-Salem
Danville
Reidsville
Burlington
High Point
Greensboro
Salisbury
Durham
Asheboro

THE MAGIC CIRCLE—THE 6th CITY!

Within the fifty mile area surrounding Greensboro's WBIG lies the "6th city" of the United States—a rich, teeming metropolis of cities, towns and closely connected rural districts! Over 1,000,000 people live in this thriving city. Together, they have larger payrolls, greater farm incomes than the inhabitants of any other fifty-mile area in the entire Southeast. Their industries, including the nation's tobacco and textile centers, are racing at top speed. Their retail trade has doubled, then tripled, in recent years. These million people have for sixteen years been faithfully served by radio station WBIG, the Voice of the Nation's "6th City"!

"The Prestige Station
of the Carolinas"

WBIG

CBS AFFILIATE
GREENSBORO, NORTH CAROLINA

Edney Ridge,
Director

Success Stories: The Effective Use of Radio

(Continued from page 80)

THEY ALL KNOW THE WILF BROTHERS. *By Philip Klein*, president, Philip Klein Adv. Agency, Philadelphia. Feb. 24, 1941, p. 16. Philadelphia firm selling floor coverings and venetian blinds, trying radio over WFIL just a year ago, finds a real boom in sales after over 25 years in business. Owner of store broadcasts commercials in person, establishing a closer relationship between store and buyers; sales increases show the public likes the friendly contact.

SELLERS OF SALES. March 10, 1941, p. 24. Since 1928 the Benjamin Moore & Co. (paints) has been on the air with *Betty Moore*, a program setting forth the problems of interior decoration. Betty Moore also conducts a club, the members of which get a free decorating booklet each fall and spring. Since taking the air mail responses have doubled each succeeding year except 1938. In 1928 there was one factory now there are seven.

REALTORS GETTING RESULTS FROM RADIO. *By Samuel J. Henry*, radio director, Vincent Tutching & Assoc. April 7, 1941, p. 18. Homes are a pretty big item to try to move via radio. WJSV, Washington, went out whole hog. They had homes for sale from four to 40 thousand dollars. First week *Homes on Parade* had 3 sponsors, by the 7th week the program was sold out with 15 participating sponsors. One reports nearly $250,000 increase in sales over last year. Proof enough that radio can move large items.

RADIO SAMPLES MERCHANDISE. *By Russell B. Wells*, vice-president, Charles E. Wells Music Co., Denver. May 5, 1941, p. 43. Good-will sells merchandise as well as high pressure salesmanship. So Wells Music Co., Denver, conducts free music classes, a Junior police band and a marimba orchestra, in connection with its *Wells of Music*, on KOA, Denver. Does it work? Well, the company just renewed its 52-week contract.

FIVE SPONSORS WITH ONE IDEA. June 2, 1941, p. 23. Five companies cooperate to give the public information on building to sell homes they have had a hand in building. Although the program is young, many houses have been sold and many rival companies are trying to get time on the program—a good indication that it's going over.

11 HOMES WERE SOLD. June 2, 1941, p. 24. How to sell homes? Here's one formula that worked. An announcement on a popular participating program of the coming of a broadcast remoted from a new home; a one time broadcast of that remote. Result: 11 homes sold.

A LOCAL'S $50,000 HOUSE. July 14, 1941, p. 24. WJLS, Beckley, W. Va., invited building manufacturers of all types to join in building a cooperative model house on a half-cash, half-time basis. A daily broadcast from the construction site plugging the homes resulted in more business for the participating firms.

HOW RADIO SELLS FURNITURE. July 21, 1941, p. 33. A survey conducted among 2,000 furniture retailers, shows that three-fourths of furniture retailers using radio get satisfactory results.

MRS. BLOOM'S FURNITURE SUCCESS. October 20, 1941, p. 28. Morrison-Neese furniture store, Greensboro, N. C., was having trouble selling its budget line until *Winifred Bradford Bloom* arrived fresh from a successful season at WIS, Columbia, S. C. Mrs. Bloom's informal, artistic morning broadcasts on WBIG, Greensboro, brought the customers in droves and another Bloom boom was created.

Lubricants & Fuel

PAINLESS COMMERCIALS TO MARK ATLANTIC REFINING GRID SERIES. *By J. Frank Beatty*. Sept. 15, 1938, p. 15. Atlantic Refining Co. holds school sessions for announcers to teach a uniform method of presenting football games sponsored by the company. Stresses painless commercials.

OIL FIRMS DOMINATE FOOTBALL AS SCHEDULES GET UNDER WAY. Oct. 1, 1938, p. 20. As in the previous year, 1938 football broadcasts will be dominated by oil firms. Largest schedules handled by Atlantic, of Philadelphia, Tidewater, San Francisco, and Humble, of Houston.

ESSO ON THE AIR. Jan. 15, 1939, p. 11. Talking film *News on the Air*, tells the story of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts.

D. L. & W. PREFERS BLUE COAL TO RED INK. *By Bruce Robertson*. Oct. 15, 1939, p. 40. *The Shadow*, sponsored by D. L. & W. (the only producer of Anthracite to use network broadcasting) has aided in gaining for its sponsor tremendous increases in sales, in direct contrast to the general trend in the Anthracite industry.

RADIO AND CANDY SELL GAS. *By Wayne Varnum*, KSO-KRNT, Des Moines. Jan. 15, 1940, p. 44. Candy and gas do mix. To advertise three new gas stations in Des Moines, Hubbel Oil Co. of that city offered, over KSO, a free candy bar to each person in a car purchasing gas. Premium booklets given away at the same time helped create steady customers.

MIDWEST VENTURE SELL OHIO OIL CO. ON RADIO POWER. Jan. 15, 1940, p. 44. Music contest so successful that the original NBC-Blue network has been extended from 5 to 10 stations, reaching from Fort Worth to Chicago.

13 CONSECUTIVE YEARS WITHOUT A CHANGE. *By Elliott McEldowney*, advertising director, Cities Service Co. March 15, 1940, p. 22. For 13 consecutive years, Cities Service, by merchandising good music has built up a tremendous market for its petroleum products. Key to its success lies in its well-rounded merchandising campaign, with a dignified motif predominating.

INTERESTING THE OIL INDUSTRY. June 1, 1940, p. 102. KVOO, Tulsa, gives complete coverage of the International Petroleum Exposition held in that city, in order to interest more petroleum dollars in radio.

ASSOCIATED TO SPEND $250,000 IN 15TH GRID SEASON ON COAST, Sept. 15, 1940, p. 26. Tidewater Associated Oil Co., spends $250,000 to bring 85 Coast games over 70 stations. Promotion drive includes handouts with complete schedules at each of its service stations.

THEY TRIED RADIO. Jan. 13, 1941, p. 20. Des Moines coal company, abandoning all other advertising media for radio—using KSO and KRNT—finds 1940 sales up 20% over the previous year.

THIRTY SECONDS TO GO IN DENVER. Jan. 20, 1941, p. 43. Quiz contest sponsored by Bay Petroleum Corp., over KOA, Denver, calls contestants who have registered at neighborhood stations, by phone and poses question to be answered within thirty seconds. Prizes are in form of credit memo for certain number of gallons of gas. Average of six new customers per day since contest started.

THE NEWS THAT MOVES RICHFIELD'S OIL. *By Robert M. Hixson*, Hixson-O'Donnell Advertising Inc., Los Angeles. Jan. 27, 1941, p. 20. Richfield Oil Corp. of California claims its 15 minute newscast, *Richfield Reporter*, heard six times weekly over Pacific Coast NBC-Red, to be the longest success in the history of network radio. Anyone who has any counter-claims will have to show evidence to better Richfield's record of over 10½ million give-aways since 1932, for each represents a personal call.

THE 700TH 'STANDARD SYMPHONY HOUR'. March 10, 1941, p. 18. For 13 years, the Standard Oil Co. of Cal., has sponsored a symphony hour during which no commercial announcement has been used. Their measuring stick of success is calculated in the volume of good-will that is constantly paying off in dollars and cents.

AN IDEA THAT SUCCEEDED PDQ. *By Chet Crank*, Dana Jones and Chet Crank Inc., Los Angeles. May 5, 1941, p. 34. When the Petrol Corp., Los Angeles, went looking for a radio program they wanted one that would have to be inexpensive and have general public appeal. They went to KFI, Los Angeles, and came up with *PDQ Quiz Court* which was the answer to their prayer—for it merchandised itself and built both good-will and new customers.

Public Utilities and Transportation

BEAUTY TIME IN AKRON—A UTILITY'S SAGA. April 15, 1938, p. 40. Beauty and kilowatts got together in the head of George A. Webber, advertising manager for the Ohio Edison Co., and out came his brainchild, *Reddy Kilowatt—Your Electrical Servant*, which promptly sold 34,000 copies. Then followed a radio series, *Ruth and Reddy* tying in with the book and showing how the mythical Reddy could make women more lovely. Local distributors ran radio contests and gave away electrical appliances, so great was the success of the venture.

GOOD-WILL FOR TRANSIT FIRM. *By Karl B. Mickey*, director of public relations, Cleveland Railway Co. July 15, 1938, p. 26. Cleveland Railway Company, using WHK, satisfied that its program of bringing new names to radio—selected from local talent—has paid by creating extensive good-will.

JOINT GAS SERIES PROVES SUCCESSFUL. Oct. 1, 1938, p. 28. So pleased was the American Gas Assn. with responses to its program, *Mystery Chef*, now finishing its third year, that plans are being made to continue it for a like period in the future. Over 12½ millions of the "Chef's" recipe book had been distributed by local dealers during that period.

HOW RADIO SERVES THE ELECTRIC UTILITIES. *By R. T. Harris*, R. T. Harris Advertising Agency, Salt Lake City. Oct. 15, 1938, p. 19. Survey shows electric utilities on average spent 9.6% of total advertising appropriation on radio; uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions, favors spot for all-around effectiveness and is on the air consistently over a nine months' period each year.

SELLERS OF SALES. April 28, 1941, p. 46. When an advertiser buys radio time for a 30-day trial and the program is still going strong after 5½ years—that's success in any man's language, especially to Chicago & North Western Railroad, sponsor. Surveys show it grows more popular with age.

Miscellaneous

WHAT'S KLINGTITE? ASK ANYONE IN THE LOS ANGELES REGION. *By Walter McCreery*, sales manager, Allied Advertising Agencies Inc., Los Angeles. Jan. 15, 1938, p. 22. New product takes the air over Fletcher Wiley's *Housewives Protective League* on KNX, Hollywood, and in the first 15 weeks, sales increase 850%.

WHY ARMCO USES BROADCASTS. *By W. W. Sebald*. Jan. 15, 1938, p. 61. American Rolling Mill Co. proves radio can even "sell" a heavy industry to the public. Commercials on concert series over WLW point out to public advantages of purchasing articles made of stainless steel.

GARDNER NURSERIES USE 300 STATIONS. April 1, 1938, p. 20. Iowa nursery spends over $300,000 using 300 stations to advertise its guaranteed products.

THE 250,000 WOMEN OF WKRC. June 1, 1938, p. 24. Advertisers participating in WKRC's *Economy Kitchen* have chance to display their merchandise and serve their foods at Cincinnati Domestic Arts Guild Headquarters. Lecture follows dinner after which members gives names and addresses of their grocery stores which are later visited by field workers.

THE MUSIC OF SHERMAN CLAY. *By Edward P. Franklin*, assistant manager, KJBS, San Francisco. July 1, 1938, p. 57. Program undertaken as an experiment two years ago, on KJBS, San Francisco, and KQW, San Jose, rated one of Northern California's most successful recorded air shows.

THE LOW-COST WAY TO GET INQUIRIES. *By J. R. Lunke*, James R. Lunke & Associates, Chicago. July 15, 1938, p. 13. Spot radio, if effectively applied, can get inquiries at low cost. Some of the more effective methods discussed.

SYRACUSE SPONSOR 16 YEARS ON AIR WITHOUT A BREAK. July 15, 1938, p. 24. Music store uses radio continuously since 1922.

STORY OF MOLLE. Aug. 1, 1938, p. 60. NBC promotion piece shows how sales of Molle shaving cream doubled during the last four years during which radio was used exclusively for national advertising.

PACIFIC MARKETERS TURN TO RADIO. *By Lindsey Spight*, Pacific Coast vice-president, John Blair & Co. Sept. 15, 1938, p. 17. Many new accounts and new prospects loom on the Pacific Coast, raising considerably the amount of spot business in that area for 1939.

COLLEGE PROGRAM DIRECTS APPEAL TO COMMON PEOPLE. Sept. 15, 1938, p. 22. Program over KYW, Philadelphia, *The University of Pennsylvania Question Box*, brings outstanding authorities to radio, having them speak and then querying them through a "common people's spokesman" thereby making available to the average person the benefits of college learning. Subjects discussed vary, no two similar ones following.

RADIO CAMPAIGNS LIFT ICE INDUSTRY OUT OF DOLDRUMS. Oct. 1, 1938, p. 60. NBC brochure shows how the ice industry has made a tremendous comeback since 1935, using radio as the chief medium in its advertising campaigns.

RESTORED TO THEIR FAMILIES. Nov. 15, 1938, p. 28. *Bureau of Missing Persons*, daily 5-minute program, over WWJ, Detroit, has restored 540 persons to their families out of 624 cases handled. Program proves to advertisers and agency men that a five-minute feature can build up a steady listening audience.

HARDWARE FIRM SELLS BY AIR. *By Herbert Lyser*, KSFO, San Francisco. Feb. 1, 1939, p. 81. Pacific Coast hardware company enters ninth year with its *Fishing Fool* program; spends nearly 100% of advertising appropriation for radio, as thousands of fishermen come into store and swell profits.

SUCCESS BY AIR. April 1, 1939, p. 89. Concentration on radio advertising offered as one of principal reasons for the tremendous growth of Philip Morris cigarettes in the past six years.

JOHNSON'S WAX RENEWS AS RADIO BOOSTS SALES, April 15, 1939, p. 58. Firm's radio budget for 1939 tops $800,000 as sponsor's business increases 50% since going on the air in 1935.

AN EARLY MORNING CHECKUP. June 15, 1939, p. 32. WTMJ, Milwaukee, tries to change listening habits in the early morning hours by playing a "gift song" over its 6:00 to 8:30 a.m. program after which representative calls at homes. If anyone in house has heard, and can identify gift song, he is given a midget radio free.

RADIO FOUND TO BE SUPERIOR AS A MEDIUM FOR CIGARETTES. July 15, 1939, p. 27. College survey shows broadcasts far outstrip competing media in return-per-dollar.

A FIGHT WAGER. July 15, 1939, p. 48. Magazine Razor Co. contracts for half-hour period on the air for the Louis-Galento fight and saves $1,912 as broadcast, including preliminary announcements, stays on the air for 45 minutes.

FOOTBALL PLAYER POPULARITY CONTEST. Jan. 1, 1941, p. 55. Fort Worth food market chain conducts popularity contest among local high school football players for KFJZ listeners. Sales slips from markets were used as ballots and 934,007 were cast.

TIP TO ADVERTISERS: THEY LIKE TO LISTEN. *By Robert J. McAndrews*, sales promotion manager, NBC, San Francisco. Sept. 1, 1939, p. 32. Mr. McAndrews points out that radio is the best medium for advertising because unlike other media, it reaches the listener when he is in a relaxed frame of mind and ready to listen.

RED HEART BLENDS INSTITUTIONAL AND SPOT SUCCESSFULLY. Sept. 1, 1939, p. 44. Dog foods firm, starting to use radio with a modest test in Chicago area, goes on a 36-station NBC-Red network plus an expanding spot schedule devoted entirely to the care and feeding of dogs.

(*Continued on next page*)

XUM

Radio Success Stories

A SPOT A DAY. Oct. 15, 1939, p. 67. Altoona firm using one daily 100-word spot announcement over WFBG at noon, gets definite results each day.

FUN WITH FITZPATRICK; AND PROFIT, TOO. *By Paul Brines.* Nov. 1, 1939, p. 38. Chicago firm's program, *Meet The Missus*, over WBBM, backed by the Home Arts Guild of Chicago (Associated Women's Clubs), interviews the housewife and makes her a customer. Firm estimates that it has given over 1½ million premiums to listeners in past three years, as sales have rocketed.

COPY THAT CLICKS—A FRIENDLY APPROACH. *By Frank Baker*, Continuity Editor, WLS, Chicago. Feb. 15, 1940, p. 24. In an era of superlatives, the straightforward and friendly suggestions of a sincere announcer are likely to prove more effective than all sorts of flossy adjectives. Copy that clicks need have a warm approach, not potent verbiage.

A SEASONAL SCHEME OFFERS INCENTIVE TO SMALL STORES. *By Gomer Bath*, assistant manager, WMBD, Peoria. Feb. 15, 1940, p. 44. Peoria station offers schemes to small advertisers during slow radio seasons, to level off somewhat the difference between peak and slack seasons.

A BUSINESS BUILT BY A BOY. April 1, 1940, p. 40. Boy, 16, featured as the "Boy Philosopher," gains tremendous following on KLZ, Denver, and increases business of building supply company.

DEFT COMMERCIALS VIEWED AS KEY TO SELLING VIA AIR. *By Douglas Cronin*, Allied Advertising Agencies, San Francisco. June 1, 1940, p. 16. Straight commercials are dying, but not fast enough. Too many advertisers cling to them and lose much audience appeal.

BROADWAY LISTENS AT SUNRISE. Aug. 1, 1940, p. 128. 6:30 to 7:00 a.m. program survey shows that people do listen early in the morning. Mail response for WABC's *Rising Sun* program for the first day (requested by the sponsors) surpasses the quota allowed by advertisers for whole week!

CITY VS. CITY—A BATTLE OF QUIZZERS. Aug. 15, 1940, p. 99. New type of quiz program perfect for advertisers looking for a high-ranking local show. Audience interest tremendous as groups from rival cities vie with each other over air.

HOW TO CLEAN UP IN CLEANING BUSINESS. *By Walker Gullatt*, general manager, Howard's Cleaners, Hartford. Sept. 15, 1940, p. 19. Man-on-the-street program, sponsored by Hartford cleaners over WDRC, practically doubles business in short time.

FIFTH AVENUE'S CROSS-ROADS. Nov. 1, 1940, p. 46. Program blending village and city items provides formula for successful women's program on WJZ. In two years rises from a commercial nonentity to a gross of more than $10,000 a month.

MAKING THE CLASSICS CLICK. Nov. 15, 1940, p. 32. *Invitation to Learning* series, CBS sustaining program, featuring a discussion of the world's greatest classics by three noted speakers, proves listener interest in intellectual topics as fan mail pours in from every State in the Union.

UNCLE SAM — BIGGEST USER OF RADIO TIME. *By J. Frank Beatty.* Nov. 15, 1940, p. 19. Each day many government-sponsored programs come to listeners over the air. These, surprisingly free from objectionable propaganda, aim to educate Americans in the various functions of the government and many bureau heads attest to the invaluable aid given by radio in successfully carrying out their programs.

AND THEY 'SELL EVERYTHING'. *By Donald E. Finlayson*, WLS, Chicago. Dec. 1, 1940, p. 38. In its 16 years on the air, *WLS National Barn Dance* has played before 900,000 paying visitors, who are but a small fraction of the air audience which has made the program such a tremendous commercial success, in selling everything from food and fences to clothing and medicine.

SUCCESS IN TEXAS. Jan. 20, 1941, p. 47. Sun Bowl Festival, promoted by air, draws many; offer to give away pictures of Sun-Bowl parade draws over 10,000 responses from 17 states and two Canadian Provinces.

SELLERS OF SALES. Feb. 3, 1941, p. 11. When a program averages over 12,000 letters a month, has 23 participating sponsors and an eager waiting list, and has gained a national reputation for the local station involved, it's time to look at the record—especially a record of six years standing. The program is Martin Block's *Make Believe Ballroom*, heard over WNEW, New York.

TOBACCO'S ROAD TO SUCCESSFUL SELLING. *By Edward Codel*, Feb. 24, 1941, p. 13. In 1930, when they first ventured into radio, the name Brown & Williamson was practically unknown to the radio audience. Today, 11 years after, they are one of America's largest radio advertisers and tobacco dealers. Variety programs and strong copy have aided in successful sales.

SELLERS OF SALES. April 14, 1941, p. 22. When the head of a large firm such as American Tobacco Co. takes his hat off to the salesmanship of radio, that's 'nuff said. They've been at it since 1927 and have no regrets.

A WEEKLY BENEFITS BY RADIO. June 23, 1941, p. 26. A unique story of newspaper-radio cooperation. A weekly of Longmont, Col., saw station KFKA, Greeley, 35 miles away, take much of the town's advertising money. Paper owner hit on idea of buying time on radio and giving all his advertisers a free spot. It's worked to both their advantages.

FIGHT BOOSTS SALES. July 7, 1941, p. 8. Gillette Safety Razor Co., Boston, reports that retailers' sales of its items featured on the Louis-Conn fight over MBS, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts.

LARGER CROWDS AT LAKE COMPOUNCE. *By Julian Norton*, manager, Lake Compounce, Bristol, Conn., amusement, Aug. 11, 1941, p. 42. When the amusement park had its second most successful season in 1940 after using radio, small wonder that the contract with WDRC, Hartford, was renewed in 1941 for an extensive schedule of spots, street interviews and recorded programs.

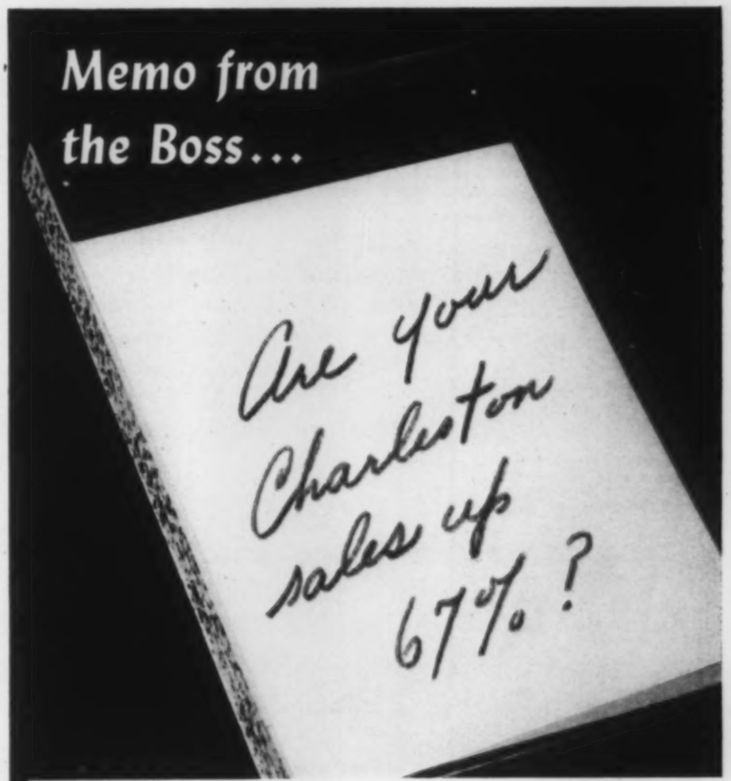
HIGGINS MOVES BOATS OVER THE AIRWAVES. *By George W. Rappleyea*, assistant to president, Higgins Industries Inc., New Orleans. Sept. 1, p. 14. A spot schedule as a sort of a courtesy gesture to WDSU, New Orleans, after Manager Joseph Uhalt had bought a motor boat, brought such pleasing results that Higgins went for two programs. Now, firmly sold on radio, the sponsor is launching its third series to sell the boats.

MR. MEINECKE GETS PERSONAL. Sept. 8, 1941, p. 10. Like most small city retailers, *A. S. Meinecke*, manager of Meinecke Bros. hardware firm, depended on local announcers to merely read his spot radio advertising. Then he evolved a "hello neighbor" policy in which he, himself, transcribed the announcements in his own inimitable style. The personalized approach immediately clicked with the listeners.

PHILADELPHIA LAUNDRY CLEANS UP. October 20, 1941, p. 48. Five month campaign on WIP, Philadelphia, by Manchester Laundry Co. in that city, has increased the customer list by more than 1500. Musical quiz, awarding 10 sets of movie passes for guessing correct titles, was used.

RADIO GIVES MUSICAL SHOW A LIFT. *By Marlo Lewis*, radio director, Blaine-Thompson Co., New York, November 3, 1941, p. 22. Lukewarm reception of "Hellzapoppin'" turns into sensational success overnight when radio is added in promotion of Broadway musical. Survey disclosed that radio brought in thousands of customers who never before spent $3.30 for a ticket to a Broadway show.

Again in the Twin Cities' Market
8 OF THE 10 TOP STARS
Chosen in Radio Daily's Nationwide Critics'
Poll Are Heard Exclusively Over
KSTP
Minneapolis-St. Paul
50,000 Watts—Clear Channel
Exclusive NBC Affiliate for the Twin Cities



They ought to be. The New York Times of September 23, 1941 reports that Charleston's department stores show the greatest sales increase in America—67% over 1940, according to the Federal Reserve Board!

And it's a solid gain. Not temporary "defense booms" but a steady surge forward, based on a dramatic industrial rebirth. Charleston today—thanks to a vast hydro-electric development—is one of America's great industrial centers. Highly diversified, too, which means thousands of new high-wage families with money to spend now living here.

How can you get yours? Follow the leaders to WCSC—Charleston's oldest, most popular radio station. This exclusive CBS outlet broadcasts the programs that deliver the audiences that buy the goods. Now!

WCSC
CHARLESTON, S.C.

THE CBS STATION FOR THE COASTAL CAROLINAS

Represented nationally by Free and Peters, Inc.

Program Ideas and Titles

A Summary-Index of Successful Programs Reported in *BROADCASTING* Magazine During 1941

Civics and Government

Home Folks: Weekly tribute by WSB, Atlanta, to the three outstanding Georgians of the week. 7-28-41, p. 30.

Salute to Georgia Counties: Different Georgia counties honored each week, on WSB, Atlanta, 5-19-41, p. 31.

New York State Reports: Monthly reports on State's contribution to national defense, on WMCA, New York. 11-24-41, p. 38.

Labor—Its Responsibilities & Possibilities: Immediate problems facing wage earners discussed by representatives of civic, labor and academic opinion, on WEVD, New York. 10-13-41. p. 32.

It's a Law: Unusual laws in various communities are elaborated upon in a five-minutes series on WMCA, New York. 7-28-41, p. 30.

The Mayor Reports: Mayor answers questions on city improvement sent in by listeners, on KDYL, Salt Lake City. 6-9-41, p. 22.

Your City Government: Listeners get insight into the activities behind the scenes of municipal administration, on WJJD, Chicago. 6-2-41, p. 20.

Anniston Town Hall Meeting: Local controversial issues discussed, on WHMA, Anniston, Ala. 5-19-41, p. 31.

Everybody's Business: Program on KJR, Seattle, to determine adaptability of certain Washington cities to take over defense orders centralized in the larger cities. 10-20-41, p. 44.

Hoosier Homecoming: Series saluting Indiana towns, on WCKY, Cincinnati. 4-21-41, p. 36.

Timely Topics: Dramatic series tells of laws one might break thru ignorance on WTRY, Troy, N. Y. 4-28-41, p. 26.

How Freedom Works: Discussions of the workings of democracy, on CBC. 12-15-41, p. 46.

Austin Peabody, Assessor; Dramatization of State laws to aid taxpayer, on WTAG, Worcester. 4-14-41, p. 28.

Rotary Round Table: Rotary members discuss topics of national and state importance, on WRVA, Richmond. 4-7-41, p. 24.

My Hat's in the Ring: All candidates invited to studios at same time to give views and platforms, on WEBC, Duluth, 3-24-41, p. 36.

San Francisco, the City of the Sea: Dramatization of civic activities, on KYA, San Francisco. 3-10-41, p. 50.

What's Doing: Commentary on civic activities on KFI, Los Angeles. 2-24-41, p. 34.

The Sixty Men Who Make New Orleans: Salutes to the men and their professions who have figured prominently in the development of the city, on WWL, New Orleans. 2-10-41, p. 50.

Affairs of State: Government issues of California placed before listeners, on Don Lee Network. 1-27-41, p. 39.

Citizens All: Roundtable discussions on community and school problems affecting youth, on NBC-Red. 1-13-41, p. 49.

This, Our Community: Interviews of various city officials on phases of community life by local high school students on KOAC, Corvallis, Ore. 9-22-41, p. 45.

Contests

Finders Keepers: Show to create morning customers describes article in store; first to find it gets one free. 4-21-41, p. 36.

Guess Your Age: Wednesday night series on WNBT, New York, video station, featuring Dr. Ernest Dichter, noted Viennese psychologist, who stands behind a screen and guesses ages of people in the audience from their voices. 8-18-41, p. 26.

Tayton's Tattler: Contest as part of the weekly program on CBS-Pacific in which listeners submit personality sketches of some unusual individual. 8-4-41, p. 35.

Transcontinental Tour: Weekly travel talks on WWRL, New York, in which listeners can win vacation trips for interesting letters describing their travels. 8-18-41, p. 26.

A Night Out: Theatre, hotel and taxicab firm cooperatively sponsor CJRC, Winnipeg, Man., program which draws three listeners' names from mail bag for a free evening's entertainment. 7-7-41, p. 32.

What Would You Do—And Why: Business problem posed and listeners send in solution, on KWK, St. Louis. 6-23-41, p. 28.

Radio Game: Radio version of the crossword puzzle on KSFO, San Francisco. 4-21-41, p. 36.

Hidden Treasure: Names of persons in vicinity hidden between playing of BMI recordings with prizes. on WDAY, Fargo, N. D. 4-14-41, p. 28.

Off the Record: Contest for best home recordings, on KJBS, San Francisco. 3-24-41, p. 36.

Good Money to You: Cash awards to parties chosen from the directory, with a selector, on WEW, St. Louis 3-17-41, p. 22.

Name It—Find It: Radio Scavenger hunt, on KYW, Philadelphia 2-17-41, p. 35.

Ribbon Sketches: Old parlor game of "he said, she said", played with song titles, on KLS, Oakland, Calif. 1-27-41, p. 38.

Deadline Drama: Dramatic series with members of studio audience writing 20-word situations best of which is acted out on the spot, on NBC. 1-13-41, p. 48.

That's Me: Letters drawn from fishbowl until listeners spell out their own name and win prizes on WLAG, LaGrange, Ga. 9-22-41, p. 45.

Drama

Penny Playhouse: Original drama series, with listeners invited to pay a penny for listening and prizes for best plays, on WWDC, Washington. 10-27-41, p. 36.

Trails of the Past: Dramatic shows based on Southwestern archaeology, on KLZ, Denver, and KVOR, Colorado Springs. 11-10-41, p. 24.

Calling Detective O'Leary: A mystery in three parts presented each Saturday night at 9, 10 and 11 o'clack by WKY, Oklahoma City, Okla. 8-25-41, p. 43.

Radio Theatre of Famous Classics: Dramatizations of famous books, on KFRC, San Francisco. 12-15-41, p. 46.

Judy Jones: Dramatizations of problems encountered by youth in the 20's, on NBC Pacific-Red. 6-16-41, p. 36.

Masterminds: Four prominent Clevelanders serve as judges in mythical mystery, on WGAR, Cleveland. 6-2-41, p. 20.

Eight Mysterious Hats: Murder mystery series in eight chapters, each with a different murder and each involving a different type of hat, sponsored by hat store on KPO, San Francisco. 11-10-41, p. 36.

Grandma's Stories: Well-known folk tales are dramatized weekly, on KOY, Phoenix, Ariz. 12-15-41, p. 46.

The People's Playhouse: Amateur script writers and radio actors get their chance, on MBS. 6-2-41, p. 20.

Sunday Evening Players: Dramatizations of year 'round activities of Community Fund of Greater Boston, on WORL, Boston. 5-5-41, p. 26.

Gold Coast Theatre: Drama series of plays popular in San Francisco from 1850 to 1906, on KYA. 4-28-41, p. 26.

Fellowship House: Dramatic series by blind actors, on KRE, Berkeley, Cal. 4-21-41, p.

Half-Hour Before Midnight: CBS pageboys write and produce a dramatic series, on WBNX, New York. 10-27-41, p. 36.

Adventures in the Art of Dancing: Dramatizations of lives of famous exponents of the dance, on KLX, Oakland. 4-14-41, p. 28.

Great Fires of History: Dramatic presentation of great fires, on WBZ-WBZA, Boston-Springfield. 4-7-41, p. 24.

People's Playhouse: Radio audience given chance to either write or act, on WOR, New York. 4-14-41, p. 28.

On Busman's Holiday: Dramatization of original scripts submitted by members of continuity department of WLW, Cincinnati. 3-17-41, p. 22.

Drama's Great Women: Dramatization of lives of famous women, on WGBI, Scranton. 3-10-41, p. 50.

We're All Actors: Dramatic show featuring a local business man or socialite, on WBNS, Columbus, O. 3-3-41, p. 26.

Johnny Get Your Wings: Drama of flying corps, enlistments on WTMJ, Milwaukee. 2-24-41, p. 34.

Latitude Zero: Fantastic adventure series, on NBC-Pacific Red. 2-17-41, p. 34.

Border Patrol: Weekly dramatizations based on actual exploits of the U. S. Border Patrol, on WOL, Washington. 2-10-41, p. 50.

Created Equal: Weekly dramatic show based on lives of great men and women in history, on WNYC, New York. 2-10-41, p. 50.

Experimental Playhouse of the Air: Drama on WOV, New York, to give newcomers to radio a chance for a radio career. 1-20-41, p. 36.

Heroes of the Northwest: Dramatization of the exploits of the heroes of that section, on WJJD, Chicago. 1-13-41, p. 49.

Just Home Folks: Dramatic serial stressing homey angle, on WGST, Atlanta. 1-1-41, p. 51.

Education

Let's Learn Music: Radio music course, on WSIX, Nashville. 11-10-41, p. 24.

Friendly Forum: Demonstration and discussion of hypnotism on KGVO, Missoula, Mont. 7-14-41, p. 35.

Listen to a Strange Tale: Studies in behaviorism based on the pathological on WMCA, New York. 10-13-41, p. 32.

Spotlight on Asia: Commentaries on Far East background, on CBS. 10-27-41, p. 36.

Youth Wants to Know: High school students answer submitted questions on curricular subjects on WPTF, Raleigh, N. C. 2-24-41, p. 34.

Ask the Scientist: Simplified science for the layman, explained by Syracuse U scientists, on WSYR, Syracuse; WWNY, Watertown; WJIM, Jamestown; WHLD, Olean. 12-8-41, p. 44.

The Truth About the Schools: Leading educational speakers presented on behalf of education on WHN, New York, 1-20-41, p. 36.

The Name Explorer: Educational program explaining the derivations of proper names, on WJSV, Washington. 1-13-41, p. 48.

Freedom's People: Educational program on NBC-Red under auspices of the U. S. Office of Education dramatizing achievements of Negroes in national defense, science, agriculture, social life, etc. 9-29-41, p. 52.

Employment

The Job Detective: Studio audience members are told what vocations they should pursue according to their facial anatomy, on WMCA, New York. 12-8-41, p. 44.

Jobs for Defense: Interviews with outstanding government, industrial and labor spokesman on employment needs of Government for defense industries, on CBS. 3-17-41, p. 22.

Off the Record: Dramatizations of success stories of college grads, directed to job-hunters among the college crowd on WTAG, Worcester. 5-12-41, p. 30.

Job Hunter: Advice to graduates on job hunting on WEEI, Boston. 6-30-41, p. 22.

Advice to the Joblorn: How to act and dress when applying for a job told on WBNX, New York. 6-30-41, p. 22.

Today's Frontiers Educational program dramatizing typical employment problem, to aid those seeking work, weekly on NBC-Pacific Blue. 3-17-41, p. 22.

Farm

Farm Journal: Rancher and farmer news, on KMPC, Beverly Hills, Cal. 5-5-41, p. 26.

Rural Free Delivery: Program directed toward needs of the farmer, on WPTF, Raleigh. 4-21-41, p. 36.

Farm Journal: Reports of 4-H Club activities, on KSFO, San Francisco. 2-17-41, p. 35.

Fashions and Shopping

Polly Goes Shopping: Style programs telling what the well-dressed Alaskan woman is wearing, on KINY, Juneau, Alaska.

Let's Go Shopping: Late news of styles and bargains, on KFRC, San Francisco. 5-26-41, p. 25.

Milady's Mirror: Daily quarter-hour participating program directed to feminine listeners, on KSAN, San Francisco. 1-1-41, p. 50.

What Do You Know About Furs: Questions about furs—styling, care, how to appraise, what to look for in purchasing are answered on WINS, New York. 9-29-41, p. 52.

Food and Recipes

Food for Victory: Planned wartime menus and culinary tips, on CBC. 12-1-41, p. 47.

Consumer Foundation: Latest price quotations on fruits, vegetables, fish, poultry and meats, on WLW, Cincinnati. 6-9-41, p. 22.

Food of the Week: Talks on nutritional value of surplus product available that week under stamp plan, on WCBD, Chicago, 4-28-41, p. 26.

The Food Value Parade: Description of a parade is simulated to announce food specials, on WHUB, Cookeville, Tenn. 3-24-41, p. 36.

Health

Nature in New England: Warnings and discussions on poison ivy, ragweed and goldenrod are incorporated in program's format on WTAG, Worcester, during the weeks these growths are harmful. 7-21-41, p. 38.

Of Health & Happiness: Dramatic series on KMBC, Kansas City, to acquaint the public with the available local health facilities based on case histories of doctors. 7-21-41, p. 38.

Learning to See: Living dramas in the science of vision, on KROW, Oakland, Cal. 2-17-41, p. 34.

History

Heels of History: Commentaries on NBC-Pacific Blue by Richard Brooks using historic proof to vindicate those accused of being "heels" by their fellowmen. 7-28-41, p. 30.

Customs Corner: Anecdotes on the origination of customs on KFI, Los Angeles, for jewelry store. 1-20-41, p. 36.

Hidden History: To record unrecorded historical events fading from memory, on NBC-Blue. 5-26-41, p. 25.

Tales of the California Chinese: Portrayal of part Chinese have played in California since the beginning of the State, on KSAN, San Francisco. 2-17-41, p. 34.

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XUM

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FIRST STATION IN THE INLAND EMPIRE

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SUMMARY-INDEX OF PROGRAM IDEAS AND TITLES

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Homes and Gardens

Dream House: Sunday afternoon program on home tips with music, aimed at the Sunday afternoon househunter by CKLW, Detroit. 7-21-41, p. 38.

Homes to Defend: Discussion on the American home and its significance on WBBM, Chicago. 7-7-41, p. 33.

Home Planning Time: Available houses for sale or rent located during the week and their location announced, on WGL, Fort Wayne. 6-16-41, p. 36.

Kitchen Conversation: Professional answers to kitchen problems, on WJHP, Jacksonville. 5-5-41, p. 26.

Bride's Breakfast: Etiquette and culinary hints for new brides, on WSTP, St. Paul. 5-5-41, 26.

Brides' Forum: Air school for young housewives, on KLX, Oakland. 4-14-41, p. 28.

House in the Country: A couple tired of apartment life searches for a home outside New York, five times weekly on NBC-Blue. 10-27-41, p. 36.

Matinee: Furnishing and decoration ideas daily on WTRY, Troy, N. Y. 3-17-41, p. 22.

Homes on Parade: Advice to potential home-owners, on WJSV, Washington. 3-17-41, p. 22.

Morning Magazine: Magazine features for women at home, on KLS, Oakland, Cal. 3-10-41, p. 51.

Garden Plots: Problems of the home gardener, on KHJ, Los Angeles, 3-3-41. p. 27.

Housewives Inc.: Defense of the lot the women in the home, on KIRO, Seattle. 1-27-41, p. 38.

Every Woman's World: Different household item is featured on WBBM, Chicago, dramatizing its various uses and giving the background of its materials and processes. 9-29-41, p. 52.

Human Relations

The Howl Club: Values of personality in the solution of business, discussed by psychologist, on WICC, New Haven, Conn. 6-2-41, p. 20.

Trouble on the March: Dramatizations of the many types of charitable works of Community Chest organizations, on WTAG, Worcester, Mass. 11-3-41, p. 50.

Father Flanagan's Boys Town: Dramatization of actual cases of homeless boys in the Town, on WLW, Cincinnati. 2-17-41, p. 43.

International Good Will

Your Faithful Servant—Industry: Running dramatization of part industry is playing in development of the Americas, in shortwave series to Latin America, on WGEO, Schenectady. 1-1-41, p. 54-B.

Our South American Neighbors: Interviews on current events with the Latin American group attending North Carolina U on WPTF, Raleigh, designed to promote good neighbor relations. 1-20-41, p. 36.

The Americas Speak: Sunday series from Cuba and nine South American countries, on MBS. 3-3-41, p. 26.

New World Diplomacy: Highlights in Pan American diplomacy from pre-colonial days to the present, on WOL, Washington. 4-7-41, p. 24.

Chinese Good Neighbor Hour: Chinese music and news reports in Chinese shortwaved to China, on KGEI, San Francisco. 4-21-41, p. 36.

News & Views of the Americas: Views of Latin America gathered in a recent trip by a New Mexico U professor on KOB, Albuquerque. 11-17-41, p. 26.

Interviews and Forums

Your Good Name Is Mine: Series by BBC records interviews with local citizens of towns after which the over-age destroyers have been named, all of these having same names as American towns. 1-1-41, p. 51.

We Have Been There: Word-pictures of conditions abroad by those who had been there, on CBC. 4-28-41, p. 26.

Make a Wish: Street quiz with each participant invited to express his fondest wish, on WINX, Washington. 1-1-41, p. 50.

Why Democracy? Authorities from all walks of life answer in question-answer program, on WMCA, New York. 2-3-41, p. 34.

Holsom Bread Man: Impromptu visits to homes of interesting residents, on KFDA, Amarillo, Tex. 2-10-41, p. 50.

Listen Ladies: Interview with "woman of the week", on WHBF, Rock Island, Ill. 4-14-41, p. 28.

Welcome Neighbor: WDNC, Durham, N. C., interviews new arrivals to the city. 8-25-41, p. 43.

Banter Between Busses: Human interest stories from the Kalamazoo bus terminal on WKZO. 7-14-41, p. 35.

Sports Lobby: Interviews of passerby on sports from Hotel Gibson lobby by WCKY, Cincinnati. 7-7-41, p. 32.

Newcomers Club: Recently-arrived residents in the Nation's Capital are interviewed on WWDC. 6-30-41, p. 22.

Sidewalk Interview: Contestants answer question "What is wrong with radio?", on WDAS, Philadelphia. 6-9-41, p. 22.

New Homes for Old: European refugees now settled in Canada interviewed, on CBC. 6-2-41, p. 20.

Defense & Your Dollar: How to spend and save wisely, with advice from economic authorities, on NBC-Red. 11-24-41, p. 38.

Conversation Hour: Students discuss problems with professors without knowing mike is on—to develop true extemporaneous type of radio discussion, on WHAS, Louisville. 5-12-41, p. 30.

Sidewalk Snooper: Interviewee picks capsule from bag with prizes, on WTSP, St. Petersburg. 4-28-41, p. 26.

The Editors Speak: Roundtable discussion of topics of the day by Florida newspaper editors, on WFTL, Fort Lauderdale. 11-10-41, p. 24.

Main Line Playhouse: Backstage interviews, on KYW, Philadelphia. 4-7-41, p. 24.

Worker Of The Day: Each day a different worker from a Cincinnati defense firm is saluted by WSAI. 9-1-41, p. 43.

What's It All About? Roundtable discussion of prominent people in education to clarify current issues on CBS Pacific. 10-20-41, p. 44.

Enemies Within: Leon Turrou, former G-man tells of fifth columnist activities on WHN, New York and interviews case-history "spies" impersonated by actors. 9-1-41, p. 43.

What Freedom Means: Public leaders express their opinions on vital questions of the day, on CBS. 11-3-41, p. 50.

The World We Live In: Students discuss topics of the day, on KFRU, Columbia, Mo. 11-17-41, p. 26.

Voice of the South: Interviews with national and international artists, on WMBG, Richmond. 4-7-41, p. 24.

Young America Asks: High school students question representatives of small European nations now over here, on MBS. 4-7-41, p. 24.

Lobby Forum: Man-on-street variation from hotel lobby, on KLS, Oakland, Cal. 3-10-41, p. 50.

The Party Crasher: Announcer crashes party and interviews hostess and guests, on KFDA, Amarillo, Tex. 3-3-41, p. 27.

Off the Record: Recorded interviews with personalities who make up the day's news, on KSTP, St. Paul. 2-10-41, p. 50.

Fun in the Sun: Visitors interviewed from the beach, on WJNO, West Palm Beach, Fla. 2-10-41, p. 50.

He Knows His Business: Quarter-hour by the Raleigh, N. C., Merchants' Bureau on WRAL with interviews each week of various business representatives. 10-13-41, p. 32.

Success Secrets: Interviews with successful businesswomen, on WINS, New York. 2-10-41, p. 50.

The Virginia Traveler: Interviews with prominent State citizens, on WRVA, Richmond, Va. 1-13-41, p. 49.

So You Think You Know New England: Comments and questions about New England by passersby in famous Market Square on WHEB, Portsmouth, N. H. 9-29-41, p. 52.

Vagabond Reporter: Series of interviews with people in out-of-the-way places, on WTAQ, Green Bay, Wisc. 1-13-41, p. 42.

Wings Over Washington: Transcribed airport interviews with visiting celebrities, on WINX, Washington, 1-1-41, p. 50.

Under 30: Persons under 30 who have achieved success are interviewed by high school students on WNYC, New York. 9-29-41, p. 52.

Juvenile

Auntie Lolly's Story Telling Time: Children are invited to studios of KGO, San Francisco, then treated to ice cream, 7-7-41, p. 32.

Mr. Information: Answers to school children's questions, on CFRN, Edmonton, Alta. 4-14-41, p. 28.

Kids of the Week: Interviews and roundtable discussion "by just ordinary kids", on KEX, Portland. 4-14-41, p. 28.

Boy Scouts and the War: Transcribed stories telling part played by Scouts in the war and how Scout training is proving valuable in present conflict, on CKCK, Regina, 4-7-41, p. 24.

Dorothy Gordon, Newsscout: World news interpreted for children, on WQXR, New York. 4-7-41, p. 24.

Kid Reporter: Boys and girls have fling at reporting; read stories over the air, on KTSA, San Antonio. 3-24-41, p. 36.

Hospital Hour: Interviews with children who have the opportunity to speak to their folks in local hospitals, on WCOU, Lewiston, Me. 3-10-41, p. 50.

We the Kids: Interviews with youngsters who have attained recognition for a worthwhile achievement, on KYA, San Francisco, 2-3-41, p. 34.

Odd Jobs: Money made from various unusual types of work of boys and girls, on WSB, Atlanta, 5-12-41, p. 30.

Alameda School of the Air: Educational program guaged to interest youngsters, on KLX, Oakland, Cal. 2-3-41, p. 34.

Children's Encyclopedia: Quiz show with entire child-audience participating, on CHLP, Montreal. 2-3-41, p. 34.

WFIL Signal Corps of the Air: World War activities of the Signal Corps dramatized for listeners of Boy Scout age. 1-20-41, p. 36.

World Adventure Club: Juvenile program to interest children in geography and far-away peoples, on KSTP, St. Paul. 1-13-41, p. 49.

Tink, Beetle & Mouse: Children's series featuring Chicago Opera soprano, on WJJD, Chicago. 1-1-41, p. 50.

Schoolcasts: News analysis in language understandable to sixth grade students are presented thrice weekly on KYA, San Francisco. 9-22-41, p. 45.

The Child in Democracy: Justice Jacob Panken's views on juvenile cases coming before him on WNYC, New York. 9-22-41, p. 45.

Betwixt & Between: Series dealing with typical adolescent escapades, on KOA, Denver. 4-14-41, p. 28.

Minor Problems: Child-parent problems aired, on WOWO, Fort Wayne. 4-28-41, p. 26.

Looking Ahead: Relations of youth problems to Parent-Teacher groups, on WLW, Cincinnati. 5-5-41, p. 26.

Fitting Your Child to Live: Series predicated on the "Children's Charter", which was promulgated at the White Conference on Children in a Democracy, on WCNW, Brooklyn. 5-19-41, p. 31.

The Question Before the House: Parents' problems discussed, on WTMJ, Milwaukee. 6-23-41, p. 28.

Literature

World's Best Short Stories: History and development of short story writing presented weekly on NBC-Blue. 7-7-41. p. 33.

Poets of Democracy: Lives and works of 18th century poets instrumental in building democracy dramatized on WINS, New York. 8-11-41, p. 30.

Books & People: Book reviews and interviews with prominent local authors, on WTMV, E. St. Louis, Ill. 5-12-41, p. 30.

Book Exchange: Book-exchange feature, on KFRC, San Francisco. 12-1-41, p. 47.

War Letters From Britain: Weekly series built around a collection of war letters, on WMCA, New York. 2-10-41, p. 50.

This Was My Inspiration: Moments that inspired masterpieces of fine art, on KFI, Los Angeles, 3-24-41, p. 36.

Music

Glen Miller's Sunset Serenade: Cooperating with the USO NBC-Blue presents Glenn Miller each week, dedicating his selections to five different camps with the enlisted men choosing the songs. 9-1-41, p. 43.

NYA Musical Moments: Music series designed to acquaint listeners with orchestral instruments, on WNYC, New York. 11-17-41, p. 26.

Musical History Book: Historical backgrounds of great musical compositions were written, on KGO, San Francisco. 5-12-41, p. 30.

FM Music: Weekly music recital on W55M, Milwaukee FM station, featuring a local youngster, with the station installing an FM receiver in child's home for program, creating interest in FM among family, neighbors, friends, etc. 8-18-41, p. 26.

United We Swing: Swing music announced in "jive" talk on WMCA, New York, with English translations of the slang for the uninitiated. 8-25-41, p. 43.

Duffy's Tavern: Variety show from old style tavern, on CBS. 2-17-41, p. 10.

Musical Letters: Listeners of WHK, Cleveland, submit letters in form of song titles—one for salutation, two for body and one for signature—and studio audience tries to guess letter content. 7-7-41, p. 33.

Air Conditioned Music: Recordings of sea chanties, Christmas tunes and other cool subjects to combat summer heat, on WDAS, Philadelphia. 7-7-41, p. 32.

Milestones in American Music: American music of the last 100 years, on CBS. 10-27-41, p. 36.

Three-Round Jamboree: Weekly 1½-hour musical variety program, on NBC-Pacific Blue. 11-10-41, p. 24.

Musical Vox Pop: Music, with biographies of composers, on KFAR, Fairbanks, Alaska. 11-10-41, p. 24.

Children's Symphony: Painless musical education for school kids, on W59C, Chicago, 11-10-41, p. 24.

Oregon's School of the Air: Auditory musical education, on KOAC, Eugene, Ore. 12-22-41, p. 41.

Today's Hit: Daily five-minute series on WKBN, Youngstown, O., giving a dramatic background to one of the current song hits. 6-30-41, p. 22.

SPEBSQSA: CBS network show of the Society for Preservation & Encouragement of Barber Shop Quartette Sing in America. 6-30-41, p. 22.

Hits of the Week: Hits of week selected from poll of music machines, sheet music sales, record sales and radio, on WPEN, Philadelphia. 6-9-41, p. 22.

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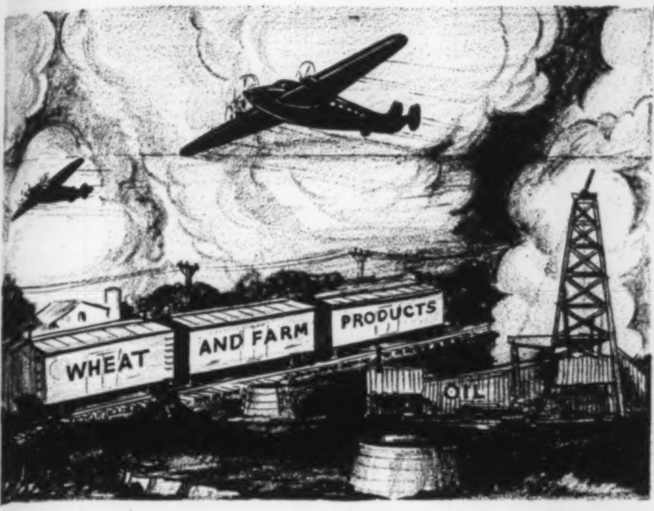
XUM



KANSAS *and* NORTHERN OKLAHOMA

DOMINATED BY KFBI

You can sell best where things are on the move. And things are really moving in the great KFBI territory! Farm products, airplanes, oil . . among others . . billions of dollars worth, are moving OUT of this area. And moving in for this avalanche of land and factory production is cash that buys merchandise. A 200 million dollar wheat crop, for example, and three quarters of a billion dollars worth of airplane orders.

Yes, things are moving in this rich land, and KFBI advertised merchandise is moving too—faster and faster! Remember, KFBI was the FIRST radio station in Kansas. People are used to depending on KFBI for their radio listening.

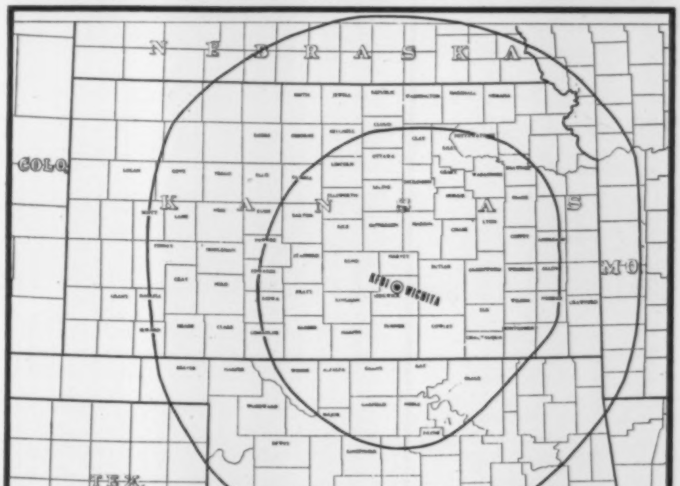
DESIGNED TO WIN: KFBI won the listeners of this rich territory by designing programs with an eye to listener appeal. Sometimes the programs are popular music, sometimes plays, or local appeal, lots of hot news, but always something folks like to listen to. That's why homes for a hundred miles and more from Wichita have the KFBI habit.

16 DAILY STUDIO SHOWS: In keeping with the activeness of the KFBI territory, KFBI carries 16 live talent studio shows daily, not including news. Hundreds of studio visitors each day learn to know these KFBI folks as friends, and they listen for them when they can't be here.

PROOF: Ask the man on the street where he keeps his dial set. Chances are he is a KFBI fan. A meter reader said recently that he notices as he goes from house to house that most radios in his territory are tuned to a KFBI program.

MERCHANDISING: We don't go through the motions with "armchair merchandising" here at KFBI. We get right to the point of sale and get your dealers' co-operation, to assure fullest benefits from KFBI's pulling power. Store displays, KFBI price tags, newspaper publicity . . all are used to lend to the strength of KFBI.

5000 WATTS AT 1070 KC OFFERS THIS WIDER COVERAGE



WICHITA, KANSAS **KFBI** 5000 WATTS L. S., 1000 NIGHT

REPRESENTED NATIONALLY BY HOWARD WILSON & CO., NEW YORK, CHICAGO

THE RICHEST PEOPLE IN THE WORLD Live in the Valley of Paradise •

KPRO

1000 watts
Unlimited time
RIVERSIDE, CAL.

The richest people in the world is right—over one-half million of them. The per capita wealth is $1928.00, which is a record in itself. Here in the Valley of Paradise are real people living in an "EDEN PARADISE" with real money and the zestful desire to get the most out of living in a climate that is beyond comparison. In addition, manufacturing, military population, and an average tourist population of 177,000 daily within the primary service area of KPRO, the only regional station serving the "Valley of Paradise", in Southern California. Transmitter and offices, Riverside, California.

HOWARD H. WILSON COMPANY—REPRESENTATIVES

Program Ideas and Titles

(*Continued from page 86*)

They Shall Sing Again: CBC program of the songs of countries now occupied by the Nazis. 10-6-41, p. 42.

Music, Just Music: Musical program featuring waltzes and hit tunes of yesteryear. on WRVA, Richmond. 1-27-41, p. 38.

Composers Corner: Music show to give new composers a chance to introduce their songs, on CBS. 1-27-41, p. 38.

Dinner Music: Light classical music with commercial recalling some episodes of boyhood days with the family, tieing in home-like restaurants of sponsor, on WQXR, N. Y. 1-13-41, p. 48.

News

News From Home: A roundup of national news shortwaved via WRCA and WNBI to soldiers at defense posts outside the country. 9-15-41, p. 24.

City Editor: Intimate sidelights on local affairs and city politics presented on WSAI, Cincinnati. 9-8-41, p. 37.

Fugitives from Justice: Nightly five-minute descriptions of criminals at large, on WTRY, Troy, N. Y. 11-3-41, p. 50.

Michigan Newsreel: Five-weekly news roundup, with emphasis on local happenings, on WJBK, Detroit. 12-1-41, p. 47.

Sunrisers: Gossip about radio personalities, on WCCO, Minneapolis. 4-21-41, p. 36.

Other People's Business: Daily quarter-hour commentary on news other than war and politics on WQXR, New York. 8-11-41, p. 30.

The Best of The Week: Best Hollywood news story of the week and draftee experience, on NBC-Blue. 8-4-41, p. 35.

Microphone Tours: News glimpses of everyday life in Washington, London and the Army and Navy, on NBC-Red. 11-3-41, p. 50.

Current Events: Current events discussions directed particularly to social science classes in local schools, on KGO, San Francisco. 10-27-41, p. 36.

Current News: Respite from grim news of day on WIND, Gary, Ind., is gained by inclusion of a daily two-minute resume of the comics in the newscast. 7-21-41, p. 381.

What's Your Opinion: Spontaneous on-the-spot opinions of current news, quiz show, sponsored on WJJD, Chicago. 10-27-41, p. 36.

The Headlines Speak: Quarter hour on the spot broadcasts of news via transcription by WHN, New York. 7-14-41, p. 35.

The Women's Radio Newspaper: News and needs for women in an agricultural area, on CJRM, Regina, Sask. 3-3-41, p. 27.

Reported Missing: Names of relatives in Europe who are trying to locate kinfolks in this country are broadcast each week on KMPC, Beverly Hills, Cal, 8-11-41, p. 30.

Friendly Service Bureau: Temperature, weather, club meetings announced, on KLZ, Denver. 4-28-41, p. 27.

Amusement Page of the Air: Information on weekend activities and resorts in Northern California supplied by KYA, San Francisco. 6-30-41, p. 22.

Amusement Page of the Air: Suggestions on where to go and what to do in Atlantic City offered nightly on WBAB. 7-7-41, p. 32.

Meet the Editor: Weekly appearance of different newspaper editors in the area, on WPTF, Raleigh, N. C. 7-7-41, p. 33.

Speech Digest of the Week: WIP, Philadelphia, presents a digest of the highlights of speeches broadcast during the week. 9-29-41, p. 52.

The Name You Will Remember: Biographies of names in the day's headlines on KYW, Philadelphia. 2-24-41, p. 34.

The People Say: Interpretations of the polls of various research organizations on WBYN, Brooklyn. 7-21-41, p. 38.

News—No War: One daily newscast with all war news eliminated, on KFRC, San Francisco. 5-12-41, p. 30.

The News Exchange: Leading NBC news commentators trade news items in the manner of the stock exchange, on NBC-Blue. 4-21-41, p. 36.

Brothers in Arms: Personal experience of men who have escaped from Nazi-occupied Europe and come to Canada for military training, on CBC. 11-17-41, p. 26.

What's Going On? Comments on the commentators, on WSOO, Sault Ste. Marie, Mich. 4-7-41, p. 24.

Editorially Speaking: News and excerpts from the editorial pages of Pacific Coast newspapers, on CBS-Pacific. 3-3-41, p. 26.

Till Dawn's Early Light: Weekly series of New York night life gossip, on WMCA, New York. 3-3-41, p. 26.

Cal Tinney Calling: Answers given to listeners' questions on national and international affairs, on WMCA, New York. 6-2-41, p. 20.

Aviation in the News: Latest aviation news and gossip for youth, on WDAY, Fargo, N. D. 2-10-41, p. 50.

It Happened Today: Dramatizations of the three most important news items of the day on thrice weekly quarter-hour on WPEN, Philadelphia. 7-14-41, p. 35.

Georgraphy of the War: Descriptions of the battlefields outstanding in the week's news, on WSYR, Syracuse. 2-10-41, p. 50.

Views on Campus News: Activities on U of California campus, on KRE, Berkeley. 2-3-41, p. 34.

The D. C. Guardsman: News of national defense movements within D. C. applying to National Guard and Selective Service Boards, on WRC, WINX, and WOL, Washington. 1-27-41, p. 38.

This Week and Next: Weekly news review forecasting probable trend of events during each coming week, on WSGN, Birmingham, Ala. 1-27-41, p. 38.

The Almanac: World news perspective like that presented by an old fashioned house almanac, on KGO, San Francisco. 1-27-41, p. 38.

Motorola News Nightcap: News feature midnight to 1 a.m. repeating three 20-minute editions of INS one after the other, so listeners may tune in for any of the periods and get complete news summary, on WINX, Washington. 1-1-41, p. 50.

Patriotic and Defense

United We Stand: To help citizens decide where their services can be put to best use in defense. 12-22-41, p. 41.

Women in Defense: Information for women interested in defense work, on WWSW, Pittsburgh. 12-22-41, p. 41.

The Helping Hand: Mother-confessor program for boys at Fort Bragg, N. C., on WFNC, Fayetteville, N. C. 11-10-41, p. 24.

Sleepy Slim's Serenade: 6-7 a.m. show pointed to defense workers going to or leaving their jobs, on WDRC, Hartford, Conn. 11-17-41, p. 26.

Canadians All: Salutes to the various immigrant nationalities in Canada on CBC network. 2-24-41, p. 34.

At Manning Depot: Canadian flying cadet talent show, on Canadian Broadcasting Corp. 10-27-41, p. 36.

V for Victory: Quarter-hour daily variety show of music, U. S. bond and aluminum drive announcement as well as Canadian war savings and recruiting appeals on CKLW, Windsor-Detroit. 8-18-41, p. 26.

Our New Army & Navy: Stories of branches of the Army and Navy, on WCAU, Philadelphia. 11-27-41, p. 36.

Industry On The March: Telling the story of the different defense industries each week on WCKY, Cincinnati. 8-4-41, p. 35.

Calling All Men: Bulletins from Washington calling for volunteers for the services as well as civil service opportunities for skilled labor on KROD, El Paso. 7-7-41, p. 32.

Proudly We Hail: Salute to the outstanding defense worker of the week on WABC, New York. 6-30-41, p. 22.

This Is My Job: Heads of various Government departments interviewed on job and how it ties in with national defense, on WWDC, Washington. 6-23-41, p. 28.

Defense in the Making: Direct-from-the-scene broadcasts of defense industries, on KYW, Philadelphia. 3-10-41, p. 50.

Hero of the Week: Dramatized salute to the State's heroes, on Mutual-Don Lee. 3-10-41, p. 36.

A Woman Looks at the World of Books: Radio review of books relating to preservation of American democracy, on WMCA, New York. 3-3-41, p. 26.

Daily five-minute program by Michigan State Police keeps public informed on fifth column activities.

Volunteers for Victory: One of a series of women's programs on "What Can I Do to Help?" theme, on Canadian Broadcasting Corp. 11-3-41, p. 50.

The Theatre of Freedom: Plays with message for democracy, on CBC. 2-10-41. p. 50.

America's Role in Foreign Affairs: Discussion, on WQXR, New York. 2-10-41, p. 50.

Speak up for Democracy: Patriotic feature presented 11th hour of 11th day of each month to commemorate armistice, on KROW, Oakland, Calif. 1-27-41, p. 38.

Voice of Industry: Transcribed interviews of workers in the city's defense industries on WROK, Rockford, Ill., daily. 1-20-41, p. 36.

Camp Wheeler Reports: Greetings to their families and friends from soldiers at Camp Wheeler, Ga., on WINS, New York, and WDRC, Hartford. 11-3-41, p. 50.

Be Proud You're An American: Contest program for grade and high school children for essays on Americanism. 1-20-41, p. 36.

Thumbs Up, America: Music and announcements for defense, all kinds in a single thrice-weekly spot, on WFAA-WBAP, Dallas-Fort Worth. 12-22-41, p. 41.

Appreciate America: Talks by representatives of American Legion posts, on KLX, Oakland. 1-13-41. p. 49.

Pets and Hobbies

Lost Dog Directory: Appeals made for lost pets, on WCLE, Cleveland. 2-10-41, p. 50.

Pet Exchange: Homes found for pet no longer wanted, on WCLE, Cleveland. 5-26-41, p. 25.

Pet Corner: All about pets, on KUTA, Salt Lake City. 2-10-41, p. 50.

Fireside Fun: Program on CBC devoted to home games and hobbies to while away "gasless" holidays in Canada. 10-6-41, p. 42.

Your Pet Peeves: Griping comes into its own, on WHP, Harrisburg, Pa. 11-24-41, p. 38.

Program Announcements

For Better or Worse: Listeners of WDNC, Durham, N. C., submit letters which are read verbatim on the air criticizing station programs, with cash prize for best criticism. 8-18-41, p. 26.

What's Your Idea? Participating feature with listeners suggesting program ideas which are produced in abridged form, on NBC-Red. 2-10-41, p. 16.

WPAT at Your Service: Daily quarter-hour on WPAT, Paterson, N. J., devoted to free and courtesy announcements. 7-14-41, p. 35.

Power's Daily Calendar: Morning musical show giving daily calendar of events, on KSTP, St. Paul. 3-3-41, p. 26.

On CBS: Transcribed one-minute announcements utilizing voices of CBS name talent to publicize sponsored network shows, on KNX, Hollywood. 1-27-41, p. 38.

Quiz

Simpson's Secondary School Quiz & Talent Radio Program: Quiz and talent show of teams of high school students from dining room of chain department store, on CFRB, Toronto. 3-17-41, p. 22.

Balloon Busting: Daily quiz on KLS, Oakland, Cal., with participants bursting balloons to get the question inside. 8-18-41, p. 26.

Home Buildes: Weekday quiz contests, Monday through Thursday, with winners competing for jackpot prize on Friday on WTOL, Toledo. 8-11-41, p. 30.

Ladies' Day at the Mike: Ladies compete in teams in a sports quiz for cash prizes each Tuesday on WGAR, Cleveland. 7-28-41, p. 30.

Kiddy Kollege: Weekly quiz for elementary school students from stage of downtown theater on WDNC, Durham, N. C. 7-7-41, p. 32.

Answering You: Transatlantic quiz by CBC between Toronto and England to instruct Canadians on the war. 7-7-41, p. 32.

Caravan Quiz: Transcribed quiz with the mobile unit of WFBL, Syracuse, asking the same questions in two different communities and rebroadcasting simultaneously. 6-30-41, p. 22.

Face the Music: Classical music quiz on WKRC, Cincinnati, featuring a different board of musical experts each week. 10-6-41, p. 42.

Hodge Podge Quiz: On-the-spot answers to questions phoned to listeners, on WCBS, Springfield, Ill. 6-16-41, p. 36.

KU Campus Quiz: Kansas U student quiz on WREN, Lawrence, from campus coke hangout with paid bills as prizes. 10-20-41, p. 44.

Daily News Quiz School of the Air: Students from private, public and parochial schools compete, on KYW, Philadelphia. 6-9-41, p. 22.

Grab Bag: Contestants dig for prizes on quiz held in theatre, while auto tags picked from barrel nets prizes to those not in attendance, on WBAL, Baltimore. 5-26-41, p. 25.

Maybe You Know: Quiz show men vs. women each answering question suited to the other, on KQW, San Jose, Cal. 5-26-41, p. 25.

Kay's Balloon Busters: Contestant breaks balloon to find question for quiz, on WSAZ, Huntington, W. Va. 5-19-41, p. 31.

Hollywood Star Musical Quiz: Guess name of movie star from title of recordings, on WDAS, Philadelphia. 5-12-41, p. 30.

COD: Combination dart and quiz program with dart throwers and answers getting prizes, on CFRB, Toronto. 5-5-41, p. 26.

News Quiz: Quiz on highlights of week's news, on KSFO, San Francisco. 4-28-41, p. 26.

International Quiz: High school students of U. S. and Canada vie, on CKLW, Windsor, Ont. 4-28-41, p. 26.

Delayed Street Quiz: Street quiz transcribed and played back later in the evening so contestants can hear own voices, on WSYR, Syracuse. 4-21-41, p. 36.

Number Please: Prizes for ability to remember numbers, on KROW, Oakland. 4-21-41, p. 36.

Farm Quiz: Quiz for students studying agriculture, on WNAX, Yankton. 4-14-41, p. 28.

Little Red Schoolhouse: Quiz conducted in theatre with audience trying to stump local board of experts, on WPTF, Raleigh. 4-7-41, p. 24.

Sport Speller: Spelling contest advancing participant around imaginary baseball diamond, with prizes for those making runs, on KROW, Oakland, Cal. 3-17-41, p. 22.

Strike Out the Experts: Listeners try to stump board of four baseball experts, on KVI, Tacoma, Wash. 3-17-41, p. 22.

Cab Calloway Quizzical: Quiz show on WOR, New York, with Cab Calloway as m. c. 7-14-41, p. 35.

Choose the Clues: Quiz game to find famous people, buildings and like from initials as only clues, on WFMJ, Youngstown, O. 3-10-41, p. 50.

(*Continued on next page*)

FLORIDA'S FIRST STATION

FIRST in programs with NBC-Red, complete local production plus the ONLY extensive public service and special events in South Florida, first in news with AP, UP, INS.

FIRST with advertisers—more national spot business than all other local stations combined.

FIRST in listener preference. C. E. Hooper Coincidental survey. October-November, 1941, tells the story—WIOD far in front of other South Florida stations—morning, noon and night.

5,000 WATTS

NBC-RED

WIOD

610 KC

MIAMI, FLORIDA

THE SALT WATER ROUTE

SUMMARY-INDEX OF PROGRAM IDEAS AND TITLES

(*Continued from page 89*)

Acree's High School Aces: Quiz show on history for competing high school teams, on WGN, Chicago. 2-17-41, p. 34.

Dyal's Dinner Quiz: Curb Quiz for auto diners on KROD, El Paso. 2-17-41, p. 35.

Missus-Goes-a-Shopping: Early morning quiz of grocery store shoppers, on WABC, New York. 2-10-41, p. 20.

No Politics: Non-partisan quiz show on problems of national importance conducted along strict parliamentary lines, on WJSV, Washington. 1-27-41, p. 8.

Fun Parade: Quiz gives studio audience one minute to identify former names of movie stars with their present screen names, on CFRB, Toronto. 1-1-41, p. 51.

Musical Mysteries: Quiz program offering prizes for solving dramatized mystery, with clue contained in popular tune, on WINS, N. Y. 1-1-41, p. 51.

Wheel of Fortune: Quiz show cooperatively sponsored offering merchandise award to contestants picked from phone book, who can name store where "Wheel of Fortune" displayed day previous, on WEBQ, Harrisburg, Ill. 1-1-41, p. 51.

It's a Gift: Quiz series using paddle wheels and city directory informs winner by telegram. Additional prize if winner calls station within 30 minutes, on KQV, Pittsburgh. 1-1-41, p. 59.

Religious

Your Radio Friend: Morning inspirational message and biblical quiz on WCOP, Boston. 7-7-41, p. 33.

Sectarian Biblical Round Table: Roundtable on religious problems of the day, on WPEN, Philadelphia. 5-12-41, p. 30.

Church of the Children: Church service and sermonette for children, on WSB, Atlanta. 4-7-41, p. 24.

Great Hymns of the Churches: Hymns, their history and sketch of composer's life, on WGAR, Cleveland. 3-10-41, p. 51.

Schools and Colleges

College Humor: Campus experiences, and best tunes, on NBC-Red. 4-28-41, p. 20.

Should I Go to College: Program answering the question directed to high school seniors, on KMO, Tacoma. 3-31-41, p. 36.

University on the Air: College variety show from Delaware U campus, on WDEL, Wilmington. Del. 11-10-41, p. 24.

A Visiting We Go: Transcribed visits in elementary school classrooms of class recitations on WCPO, Cincinnati, 2-24-41, p. 34.

WCOP Radio Code School: Class on air to help train radio operators for defense, on WCOP, Boston. 2-3-41, p. 34.

Robeson's House Party: Interviews with Illinois U sorority girls, on WDWS, Champaign, Ill. 11-10-41, p. 24.

What's Your Speed? Practice dictation for stenographers and commercial students, thrice-weekly, on WINX, Washington. 1-1-41, p. 50.

Service Shows

Bundles for Our Boys: Public invited to send in bundles for boys at camp, on WELI, New Haven. 4-14-41, p. 28.

Reveille In Dixie: Band music, brief notes on national defense in the South and a presentation of actual army life at Fort Benning each week on WSB, Atlanta. 8-4-41, p. 35.

Called To The Colors Auction on KTSM, El Paso, Tex., wherein soldiers of Fort Bliss bid on small articles as cigarettes, cameras, belts, etc. 8-25-41, p. 43.

Saturday Night Service Men's Party: Record program on WTHT, Hartford, in which requests for selections are filled when requester pledges at least ten cents to the USO. 8-11-41, p. 30.

Your Army An insight into the various functions presented by MBS. 7-28-41, p. 30.

Pacific Coast Army Camp News Clearing house for news items about army camps on NBC-Pacific blue stations submitted by draftees, camp newspapers and public relations offices. 7-14-41, p. 35.

Tempo of the Times An insight on the different phases of Army camp routine by WOWO, Fort Wayne, Ind. 6-30-41, p. 22.

Calling All Camps: News of all the Southern California Army camps with special contests for the soldiers. 6-30-41, p. 22.

We're in the Army Now: A different company of Pa. National Guard supply entertainment each week, on WCAU, Philadelphia. 6-9-41, p. 22.

We're in the Army Now: Interviews with draftees as they pass thru the induction center, on WSYR, Syracuse. 4-28-41, p. 26.

That America Might Be Strong: Interviews with military men and industrial leaders revealing what Southern California is doing for defense, on KECA, Los Angeles. 4-28-41, p. 26.

The Old Army Game: Privates and officers vie on "truth or consequences" idea, on WCAU, Philadelphia. 4-28-41, p. 26.

Army-Navy News: Special early morning newscasts directed to service personnel in area who are unable to hear regular newscasts, on KMO, Tacoma, Wash. 3-31-41, p. 36.

Mental Maneuvers: Quiz show from Fort Bliss presents competing four-man teams, with sponsor offering prize to winning team, on KROD, El Paso. 1-1-41, p. 51.

Okay, America: Talent featuring different service men from the various military bases in Virginia, with occasional guest stars, on WRVA, Richmond. 1-1-41, p. 51.

Mike Maneuvers: Letters of young girls from all parts of Texas are distributed to Camp Wolters soldiers before the program with some read on the broadcast on KRLD, Dallas, 9-29-41, p. 52.

Sports and Outdoor Life

Adventure In The Unknown: Adventures of the Explorers' Club on WNYC, New York. 9-8-41, p. 37.

Let's Go Skiing: Information on weather and instructions on winter sports, on WHN, New York. 12-22-41, p. 41.

Gridiron Gossip: High school students appear as football experts, on WCBS, Springfield, Ill. 11-3-41, p. 50.

Golf Widows: Complaint meeting of 50 wives who are stranded for weekends by golf-playing husbands in studios of WGAR, Cleveland, with a pickup during the program from the husbands at the local golf course. 6-21-41, p. 38.

Air Hostess: Achievements of women in aviation, on WPEN, Philadelphia. 3-31-41, p. 36.

Fishermen's Program: Vital services and information to fisherman in the Territory of Alaska, on KINY, Juneau. 5-19-41, p. 31.

Your Grid Prophet: Special weekly service offered by United Press of weekday forecasts on the Saturday's grid games. 8-18-41, p. 26.

Sportsmen's Forum: Sports club members and State officials hash out personal opinions on various hunting and fishing regulations, on WCCO, Minneapolis. 11-10-41, p. 24.

For Angler & Hunter: Weekly news on fishing and hunting by KGKO, Fort Worth, Tex. 7-21-41, p. 38.

The Sportsman Show: Interviews of visiting sports celebrities by the WBBM, Chicago, sportscasters. 6-30-41, p. 22.

Hook & Slice Club: Golf instruction, on WHN, New York. 5-12-41, p. 30.

Spare Time: Bowling quiz direct from alleys, on WTMV, E. St. Louis, Ill. 4-28-41, p. 27.

A Day in the Life of a Rookie Pitcher: Typical day of a rookie, on KSFO, San Francisco. 4-7-41, p. 24.

Up-Ski: Program dealing with skiing and other winter sports, on KROW, Oakland, Cal. 2-3-41, p. 34.

Ten Pin Topics: Weekly resume of bowling activities direct from the bowling alleys. 1-20-41, p. 36.

Play Safe!: Athletes and coaches tell listeners how to enjoy sports safely, on WOR, New York. 1-1-41, p. 50.

Touchdown Parade: Quiz by WTMJ, Milwaukee, with interviewee given score, position, time of game, and given ten seconds to quarterback a play. 9-29-41, p. 52.

Traffic and Motoring

So It Can't Happen To You: Traffic accidents of week analyzed each week on KXOK, St. Louis, by Sergt. Schumacher of the police department. 9-8-41, p. 37.

The Breakfast Roundtable: Early morning quiz on driving and traffic on KGO, San Francisco. 6-30-41, p. 22.

Motorists in the Move: Reporting most courteous driving act of the week, on CFRB, Toronto, 3-10-41, p. 51.

Curbstone Quiz: Thrice-weekly quiz devoted to pedestrian safety, on WXYZ, Detroit. 3-10-41, p. 51.

Time Out, Mr. Motorist: Passing motorists hailed to answer traffic questions, on WMBD, Peoria, Ill. 3-3-41, p. 27.

The Safety School of the Air: Studios turned to classrooms for safety campaign, on WSYR, Syracuse. 1-27-41, p. 39.

Ring Free Traffic School of the Air: Man-on-the-street broadcast with questions on traffic regulations. 1-20-41, p. 36.

COVER
MILWAUKEE
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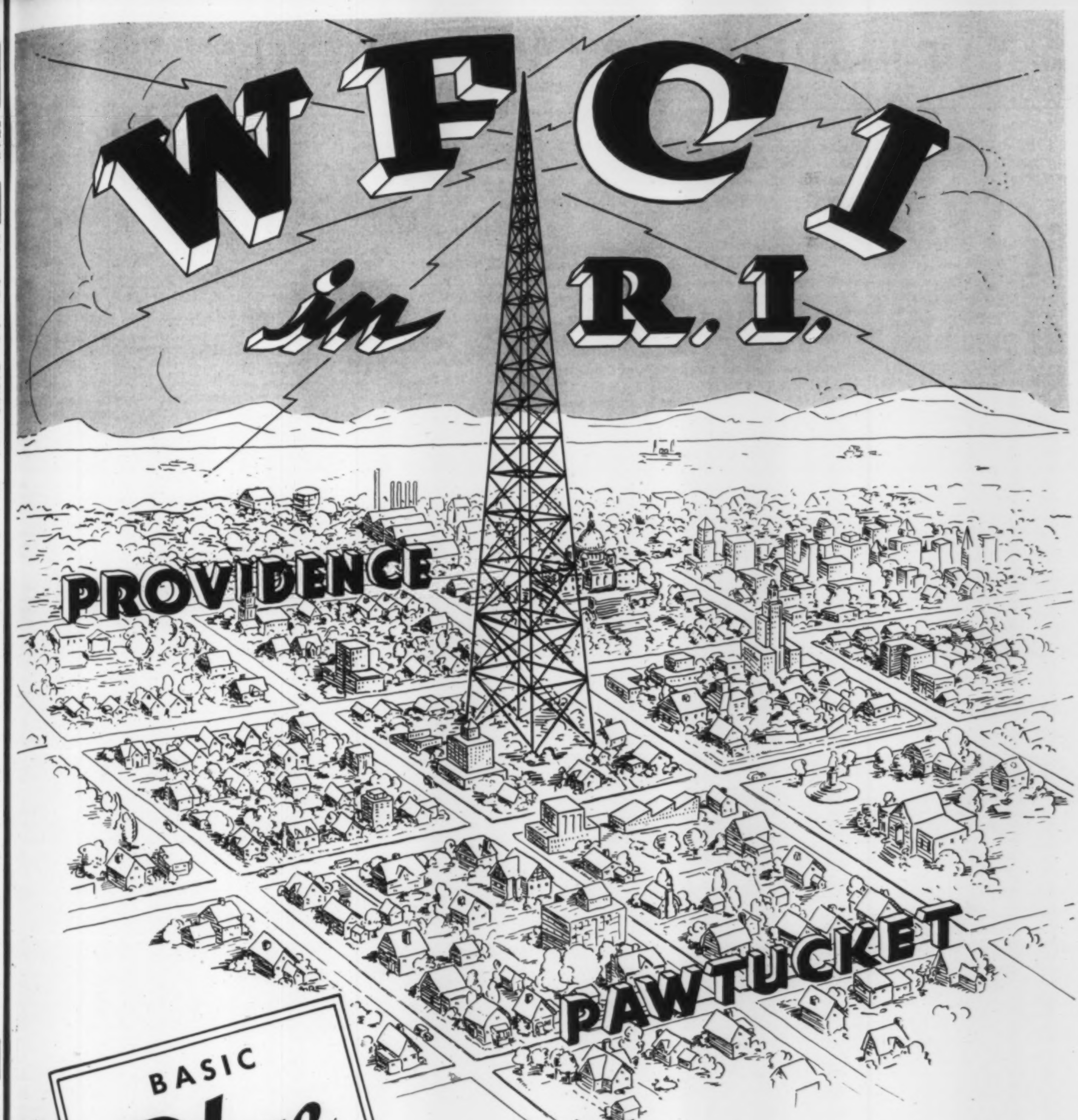

BASIC
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NETWORK
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1942

PROVIDENCE and PAWTUCKET . . . one vast metropolitan area, plus 145 other cities and towns, gives you access to over 1,000,000 people, in NEW ENGLAND'S 2nd LARGEST MARKET.

WFCI

PAWTUCKET BROADCASTING COMPANY, INC.
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NATIONAL REPRESENTATIVE
HEADLEY REED COMPANY, Graybar Building, New York City

NAB GUIDE FOR WARTIME BROADCASTING

(Made Public Dec. 19, 1941)

FOREWORD

THIS is a different war. It affects all phases of the nation's activity and reaches into every home. This is total war and victory requires the combined efforts of all our people. While we have learned much from broadcasting war news since 1939, we now have new responsibilities and new opportunities. The relationship between broadcasting and Government and the manner in which it will perform its function as the chief source of news and information requires careful appraisal. Upon the judgments and policies now formulated will depend our effectiveness.

The broad outlines of the policies to be followed in dealing with news and radio were given by the President in his speech of December 9. The President said:

"This government will put its trust in the stamina of the American people and will give the facts to the public as soon as two conditions have been fulfilled; first, that the information has been definitely and officially confirmed; and second, that the release of the information at the time it is received will not prove valuable to the enemy directly or indirectly.

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war.

"If you feel that our government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right to deal out unconfirmed reports in such a way as to make people believe they are Gospel truth."

The National Association of Broadcasters, after careful consultation with the military branches of the Government as well as other agencies, has attempted to make more detailed and specific the broader principles as enunciated above by the President. With the objective of setting forth certain basic requirements, your Association offers to broadcasters this pamphlet of recommendations as a guide to wartime broadcasting.

IN GENERAL

Accept the fact that this is likely to be a long war—with both reverses and triumphs. Avoid broadcasting the news in a manner that is likely to cause exaggerated optimism. Likewise avoid creating an atmosphere of defeatism and despair. At all times practice moderation in the writing, delivering and scheduling of news broadcasts.

The writing should avoid sensationalism.

The delivery should be calm, accurate, factual.

There should be a minimum of production trappings surrounding news broadcasts. The news of America at war is sufficiently exciting; do not try to make it more so by presenting it with sound-effects. The tension needs to be lessened, not increased.

Newscasts should be scheduled at regular intervals, and in the absence of news of extreme importance, this regular schedule should be followed.

Artificial efforts to stimulate listening audience by promises of immediate interruption of regular programs for important news broadcasts should not be attempted. Let the events speak for themselves.

Extreme care should be used in the handling and broadcasting of any communiques or radio reports from our enemies.

They should not be used unless coupled, by careful editing, with known facts or an official statement on the same subject by our government. If you don't have the facts or an official statement on the same subject, don't broadcast the enemy communique until you get them.

In this connection, broadcasters should remember that extraordinary care must be taken to insure that those who tune in late do not get a wrong impression. *Remember the Men from Mars!*

Remember we are at war with other Axis countries as well as Japan. Their communiques should be considered in the same light as those of the Japs.

The broadcasting industry has been given to understand that it can use news from recognized press services because responsibility for that news rests with the press services. News gathered from other sources must be thoroughly checked and verified before broadcasting.

DO NOT

DO NOT broadcast rumors, "hot tips" or "unconfirmed reports," no matter what their source. "Hot tips" and rumors may burn your fingers. If you have the slightest doubt on any story, check with your press association. *It is better to have no news than to broadcast false or harmful news.*

In this connection, a word of caution on news flashes. A good practice is to wait a few minutes after the first flash until you are perfectly satisfied from the following story that the flash is borne out.

Radio's speed of light is cause for caution.

DO NOT broadcast news which concerns war production figures unless such news is *Officially* released by the government.

DO NOT broadcast the movement of Naval or any other vessels.

DO NOT broadcast news about the movement of troops or personnel either outside or within the continental limits, unless it has been released *officially* by the War or Navy Departments.

DO NOT broadcast the location of vessels, either under construction or about to be launched.

DO NOT broadcast figures of Selective Service enrollments and inductions.

DO NOT broadcast personal observations on weather conditions. Watch sports broadcasts for this. A late night or early morning comment that "it's a fine, clear night (or morning)" might be invaluable information to the enemy. Stick to official weather reports your station receives from your local weather bureau.

DO NOT broadcast such imperatives as "Attention all men! Report to your local Civilian Defense headquarters tonight at eight." (Announcements may be requested in that manner. They should be changed to qualify the source at the beginning, such as: "The local Civilian Defense Committee requests all men, etc."). Reserve such "attention compellers" for important war purposes.

DO NOT overestimate American power nor underestimate the enemy strength and thereby tend to create complacent confidence. Stick to the facts as presented in official releases.

DO NOT allow sponsors to use the news as a springboard for commercials. Such practices as starting commercials with "Now some good news, etc." should *never* be permitted. Also it is important that such news-phrases as "bulletin", "flash", "news" and the like be used only in their legitimate functions. Do not permit, "Here's good news! The Bargain Basement announces drastic reductions, etc."

DO NOT use any sound-effects on dramatic programs, commercial announcements or otherwise which might be confused by the listener as air raid alarms, alert signals, etc.

DO NOT try to second-guess or master-mind our military officials. Leave this for established military analysts and experts, who are experienced enough to await the facts before drawing conclusions.

DO NOT broadcast any long lists of casualties. This has been specifically forbidden.

DO NOT permit speakers, in discussions of controversial public issues, to say anything of aid to the enemy.

DO NOT broadcast location of the plants engaged in the manufacture of war materials unless approved by the Government. This applies to emergencies such as explosions, sabotage, etc., unless such reports have been approved by the Government or cleared at the source by press associations.

DO NOT take chances with ad lib broadcasts, on the street or in the studio. An open microphone accessible to the general public constitutes a very real hazard in times of war. Questions should be prepared and approved in advance and extreme care should be exercised to avoid the asking of questions which would draw out any information or answer which would disclose matters or information of value to the enemy.

Any questions regarding the war or war production might make trouble.

DO

Maintain constant vigil over the news machines. Be sure to designate a responsible staff member in charge of the news at all hours of your operation. That person should be the one to determine the advisability of breaking programs for news bulletins, flashes, etc. and should be responsible for all news during the period he is designated in charge of the news machines.

Look for further instructions on the press wires, from the National Assn. of Broadcasters, the War Department, the Navy, or other official sources.

See that every member of your staff knows and understands these guides. Let your entire news staff and announcers know your policy.

File a complete script of all your news broadcasts. Keep the file until the war ends. Prepare and present your news factually, authentically, calmly. This is repetition, but this caution cannot be repeated too much.

DO your job as best you can, knowing it is one of the significant jobs in this all-out war in which America is engaged. Do your job measured to even stricter standards than we have set. Do your job in a manner that will satisfy yourself, advance the cause of free radio and serve the best interests of your country.

PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

$47,000,000 are paid each year to employees of industrial manufacturing concerns.

$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio "buys" in this market.

Write us about the time that's available and the merchandising service that goes with it.

John E. Pearson, Representative

5000 WATTS

KCMO

1480 ON YOUR DIAL

Basic Blue Network

The Defense Communications Board

Organization and Functions

To coordinate all phases of communications of the United States during a national emergency, President Roosevelt on Sept. 24, 1940, promulgated an Executive Order creating the Defense Communications Board. The board, responsible only to the President, is instructed to draw plans to meet the requirements of the armed forces, of other governmental agencies and of industry, with the requirements of national defense as the primary consideration.

President Roosevelt in a second Executive Order on Dec. 10, 1942, transferred to DCB all functions and power over broadcasting vested in the President under Section 606 of the Federal Communications Act.

MEMBERS

James Lawrence Fly, Chairman, FCC, *chairman.*
Maj. Gen. Dawson Olmstead, Chief Signal Officer, U. S. Army.
Rear Admiral Leigh Noyes, Director of Naval Communications
Breckenridge Long, Assistant Secretary of State
Herbert E. Gaston, Assistant Secretary of the Treasury

Executive Order Setting Up Board

WHEREAS coordinated planning for the most efficient control and use of radio, wire, and cable communication facilities under jurisdiction of the United States in time of national emergency involves the consideration of the needs for communications of the armed forces of the United States, of other government agencies, of industry, and of other civilian activities; and

WHEREAS such planning must be accomplished as a matter of preparation for national defense; and

WHEREAS the interest of national defense in the matter of control and use of communication facilities during any war in which the United States may become a belligerent is deemed paramount:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered as follows:

1. There is hereby created the "Defense Communications Board," hereinafter called the Board, consisting of the Chairman, FCC, the Chief Signal Officer of the Army, the Director of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of Treasury Enforcement Activities.

2. The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.

b. The allocation of such portions of Governmental and non-Governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other Governmental agencies, of industry, and of other civilian activities.

c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements.

3. The chairman of the FCC shall be the chairman of the Board. In the absence of the designated chairman, the temporary chairmanship shall devolve upon the remaining members of the Board in the following order:

1. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be senior in rank.

2. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be junior in rank.

3. The Assistant Secretary of State in charge of the Division of International Communications.

4. The Assistant Secretary of the Treasury in charge of the Coast Guard.

In the absence of any regularly designated member, the agency which he represents may be represented by an alternate from that agency, designated by the head thereof, but such alternate shall not serve as chairman. The Assistant Secretary of the Treasury in Charge of the Coast Guard is designated as the Secretary of the Board.

4. The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency.

5. The Board shall appoint such committees as may be necessary to carry out its functions and to provide for continuing studies and for contact with other Government agencies and with the civil communication industry.

6. Except as otherwise instructed by the Board, committees appointed thereby shall have no power to make final disposition of any matter presented to them by the Board for study, but they shall express by written report their findings and recommendations. Minority reports may be submitted if deemed of sufficient importance to warrant further consideration by the Board.

7. The Board and the committees shall call for consultation such representatives of other Government agencies and of the civilian communication industry as may be deemed advisable in obtaining full knowledge of the situation being studied, to the end that the needs of all may be considered and provided for in so far as the situation permits. Other Governmental agencies are directed to cooperate in providing assistance required by the Board in its studies.

8. During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity. While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of national defense and for disposition.

9. Reports containing the findings and recommendations of the Board shall be submitted to the President for final action through one of his administrative assistants.

Coordinating Committee

E. K. Jett, Chief Engineer, FCC, *chairman*
Francis Colt DeWolf, State Dept.
Maj. W. T. Guest, War Dept.
Lt. Comdr. Franz O. Willenbucher, Navy Dept.
Capt. J. F. Farley, U. S. Coast Guard.

Law Committee

Telford Taylor, general counsel, FCC, *chairman*
Maj. J. W. Huyssoon, War Dept.
Steven Spingarn, Treasury Dept.
Lt. Comdr. Franz O. Willenbucher, Navy Dept.
Raymund T. Yingling, State Dept.

Labor Advisory Committee

Robert J. Watt, American Federation of Labor, *chairman*
Joseph P. Selly, Congress of Industrial Organizations
Paul E. Griffith, National Federation of Telephone Workers.

Industry Advisory Committee

Walter S. Gifford, president, A. T. & T. Co., *chairman*
Jack Kaufman, executive vice-president, Globe Wireless Ltd.
Col. Sosthenes Behn, president, I. T. & T. Co.
E. F. Chinlund, president, Postal Telegraph Inc.
Joseph Pierson, president, Press Wireless Inc.
David Sarnoff, president, RCA
William E. Beakes, president, Tropical Radio Telegraph Co.
R. A. Phillips, president, U. S. Independent Telephone Assn.
A. N. Williams, president, Western Union Telegraph Co.

I. Amateur Radio Committee

George W. Bailey, president, American Radio Relay League, *chairman*
E. M. Webster, FCC Assistant Chief Engineer, *secretary*

II. Aviation Communications Committee

Paul Goldsborough, president, Aeronautical Radio Inc., *chairman*
Ford Studebaker, Chief of Communications, American Export Airlines Inc., *secretary*

III. Cable Committee

C. Mills, president, Mexican Telegraph Co., *chairman*
Benedict P. Cattone, FCC Assistant General Counsel, *secretary*

IV. Domestic Broadcasting Committee

Neville Miller, president, National Assn. of Broadcasters, *chairman*
Andrew D. Ring, Washington, *secretary*
Lowell Mellett, Office of Government Reports
Harvey Otterman, State Dept.
Lt. Col. Frank C. Meade, War Dept.
William D. Boutwell, Federal Radio Education Committee
Frank M. Russell, vice-president, NBC
Harry C. Butcher, vice-president, CBS
W. E. Macfarlane, president, MBS
John Shepard 3d, president, FM Broadcasters Inc.
W. G. H. Finch, president, Finch Telecommunications Inc.
Harold A. Lafount, president, National Independent Broadcasters Inc.
Dr. W. R. G. Baker, National Television Systems Committee
Ellery W. Stone, executive vice-president, Postal Telegraph Co.
Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.
H. P. Corwith, Western Union Telegraph Co.
G. L. Best, American Telephone & Telegraph Co.
George P. Adair, FCC, Acting Asst. Chief Engineer.

V. Interdepartment Radio Advisory Committee

Dr. J. H. Dellinger, U. S. Bureau of Standards, *chairman*
Gerald C. Gross, FCC Assistant Chief Engineer, *secretary*

VI. International Broadcasting Committee

Walter C. Evans, vice-president, Westinghouse Electric & Mfg. Co., *chairman*
P. F. Siling, FCC Acting Assistant Chief Engineer, *secretary*
Neville Miller, president, National Assn. of Broadcasters
Lowell Mellett, Office of Government Reports
Thomas Burke, State Dept.
Rear Admiral S. C. Hooper, Navy Dept.
Harry C. Butcher, vice-president, CBS
Gerald C. Gross, FCC
Robert S. Peare, General Electric Co.
John F. Royal, vice-president, NBC
Walter S. Lemmon, World Wide Broadcasting Corp.
Thomas E. Lyons, Commerce Dept.
James D. Shouse, vice-president, Crosley Corp.
Stanley P. Richardson, International Broadcasting coordinator
Alfred J. McCosker, chairman of board, MBS
Nathan David, Office of Coordination of Information
Don Francisco, Office of Coordination of Inter-American Affairs

VII. Radiocommunications Committee

E. M. Webster, FCC Assistant Chief Fighters, *secretary*
F. M. Ryan, A. T. & T. radio engineer, *secretary*

VIII. State & Municipal Facilities Committee

Capt. Donald S. Leonard, Michigan State Police, and vice-president, Intl. Assn. of Chiefs of Police, *chairman*
G. E. Nielsen, FCC senior engineer, *secretary*

IX. Telegraph Committee

E. R. Shute, Western Union vice-president in charge of traffic, *chairman*
William J. Norfleet, FCC Chief Accountant, *secretary*

X. Telephone Committee

Z. Z. Hugus, assistant vice-president, A. T. & T. Co., *chairman*
Clyde S. Bailey, Washington representative, U. S. Independent Telephone Assn., *secretary*

XI. U. S. Government Facilities Committee

A. G. Simson, Dept. of Agriculture, *chairman*
T. L. Bartlett, FCC, principal legal administrator, *secretary*

XII. Communications Liaison Committee for Civilian Defense

E. M. Webster, FCC Assistant Chief Engineer, *chairman*
Herbert A. Friede, International Assns. of Fire Chiefs and Fire Fighters, *secretary*

XIII. Priorities Liaison Committee

Lt. Comdr. R. H. Griffin, Navy Dept., *chairman*

Directory of
BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Note—Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation

ADAMS & ADAMS

New York City—11 E. 44th St. Tel.: Murray Hill 2-6148. Mgr.: John T. Adams Sr.

Represents

WHBQ, Memphis, Tenn
WGNC, Gastonia, N. C.
WTAL, Tallahassee, Fla.
KVNU, Logan, Utah
KFOX, Long Beach, Cal.
KFJB, Marshalltown, Ia.
WJIM, Lansing, Mich.

AMERICAN NETWORK INC.

New York City—60 E. 42nd St. Tel.: Murray Hill 2-2737. Mgr.: J. R. Latham.

(Representing Commercial FM Stations)

W43B, Boston
W39B, Mt. Wash'ton N. H.
W55M, Milwaukee
W47NV, Nashville
W45CM, Columbus, O.
W51R, Rochester, N. Y
W45D, Detroit
W53PH, Philadelphia
W41MM, Mt. Mitchell, N. C.

ASSOCIATED RADIO MARKETS

Minneapolis—Northwestern Bank Bldg. Tel.: Atlantic 3774. Sales Mgr.: Alden R. Grimes.

Special representation

ASSOCIATED RADIO SALES

New York City—1 E. 42nd St. Tel.: Murray Hill 2-5750. Mgr.: Stephen Girard.
Chicago—333 No. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Hulman.

Represents

WJBK, Detroit (West only)
WTCM, Traverse City, Mich.
WHBL, Sheboygan, Wis.
KBKR, Baker, Ore.
WJHO, Opelika, Ala.
WGOV, Valdosta, Ga.
WCRW, Chicago
WHBU, Anderson, Ind.
WJOB, Hammond, Ind.
WCBI, Columbus, Miss.
WAML, Laurel, Miss.
WHEB, Portsmouth, N. H.
WCNW, Brooklyn
WFNC, Fayetteville, N. C.
WGBR, Goldsboro, N. C.
WHUB, Cookeville, Tenn.
KAND, Corsicana, Tex.
KXOX, Sweetwater, Tex.
KTBM, Temple, Tex.
WPID, Petersburg, Va.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

New England Representation

WCAU, Philadelphia
WTAG, Worcester
WHN, New York City
WKNE, Keene, N. H.
WDEV, Waterbury, Vt.
WJAR, Providence
WSAR, Fall River, Mass.
WLBZ, Bangor, Me.
WSYR, Syracuse, N. Y.
WHAI, Greenfield, Mass.
WCSH, Portland, Me.
WHYN, Holyoke, Mass.
WRDO, Augusta, Me.
WFEA, Manchester, N. H.
WHEB, Portsmouth, N. H.
WBRY, Waterbury, Conn.
WNBC, New Britain, Conn.
WSPR, Springfield, Mass.
WIOD, Miami, Fla.
WIBX, Utica, N. Y.

WALTER BIDDICK CO.

Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg. Tel.: Garfield 0947.

Represents on Pacific Coast

KFQD, Anchorage, Alaska
KGBU, Ketchikan, Alaska
KIEV, Glendale, Cal.
KFOX, Long Beach, Cal.
KTRB, Modesto, Cal.
KLX, Oakland, Cal.
KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
KHUB, Watsonville, Cal.
KFXD, Nampa, Ida.
WJJD, Chicago
KOOS, Marshfield, Ore.
WIBW, Topeka, Kan.
KFBB, Great Falls, Mont.
KGVO, Missoula, Mont.
KGKY, Scottsbluff, Neb.
KICA, Clovis, N. M.
KAWM, Gallup, N. M.
KGFL, Roswell, N. M.
KAST, Astoria, Ore.
KBND, Bend, Ore.
KFJI, Klamath Falls, Ore.
KLBM, La Grande, Ore.
KGY, Olympia, Wash.
KMED, Medford, Ore.
KDFN, Casper, Wyo.
WSGN, Birmingham, Ala.
KFAR, Fairbanks, Alaska
WGRC, Louisville, Ky.
KENO, Las Vegas, Nev.
WIBX, Utica, N. Y.
KTKC, Visalia, Cal.
KODL, The Dalles, Ore.
KCMO, Kansas City, Mo.
KXRO, Aberdeen, Wash.

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
Detroit—New Center Bldg. Tel.: Madison 7889. Mgr.: Robert H. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
San Francisco—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

Represents

Don Lee Broadcasting System (MBS)
Pacific Broadcasting Co.

WAGA, Atlanta, Ga.
KFYR, Bismarck, N. D.
WNBF, Binghamton, N. Y.
KIDO, Boise, Ida.
WLS, Chicago
WBNS, Columbus, O.
KFEL, Denver
WMMN, Fairmont, W. Va.
WHP, Harrisburg, Pa.
KGMB, Honolulu, Hawaii
KTSA, San Antonio, Tex.
KTHS, Hot Springs, Ark.
KTRH, Houston, Tex.
WJAX, Jacksonville, Fla.
WROL, Knoxville, Tenn.
KHJ, Los Angeles
WQAM, Miami, Fla.
WOV, New York City
WOW, Omaha
KOY, Phoenix, Ariz.
WMBG, Richmond, Va.
KDYL, Salt Lake City
KGB, San Diego, Cal.
KFRC, San Francisco
KDB, Santa Barbara, Cal.
WGBI, Scranton, Pa.
KMO, Tacoma, Wash.
WFLA, Tampa, Fla.
WWVA, Wheeling, W. Va.
KIT, Yakima, Wash.
WHIZ, Zanesville, O.

Also represents individually Don Lee California Network Stations

KPMC, Bakersfield
KIEM, Eureka
KMYC, Marysville
KDON, Monterey
KFXM, San Bernardino
KVEC, San Luis Obispo
KVOE, Santa Ana
KTKC, Visalia

*BOGNER & MARTIN

New York City—295 Madison Ave. Tel.: Ashland 4-6699. Mgr.: P. J. Bogner
Chicago—540 No. Michigan Ave. Tel.: Delaware 1055. Mgr.: Frank R. Back.

Represents

WHDF, Calumet, Mich.
WJMS, Ironwood, Mich.
WATW, Ashland, Wis.
WBTA, Batavia, N. Y.
WIGM, Medford, Wis.

*THE BRANHAM CO.

Chicago—360 No. Michigan Ave. Tel.: Central 5726. Mgr.: E. F. Corcoran.
New York City—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: M. H. Long.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: Sloane McCauley.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: George F. Dillon.
Dallas—Texas Bank Bldg. Tel.: 2-8569. Mgr.: A. J. Putnam.
Detroit—General Motor Bldg. Tel.: Trinity 1,0440. Mgr.: H. A. Anderson.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: George D. Close.
Los Angeles—448 So. Hill St. Tel.: Michigan 1269. Mgr.: J. H. Hornung.
Portland, Ore.—370 Pittock Block. Tel.: Beacon 8657. Mgr.: Fred Ivey.
Seattle—1004 Second Ave. Tel.: Melrose 9193. Mgr.: A. G. Neitz.

Represents

KWKH, Shreveport, La.
KTBS, Shreveport, La.
KBIX, Muskogee, Okla.
WNOX, Knoxville, Tenn.
WMC, Memphis, Tenn.
KXYZ, Houston
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRLD, Dallas
WTJS, Jacksonville, Tenn.
WCPO, Cincinnati

West Virginia Network

WCHS, Charleston, W. Va.
WBLK, Clarksburg, W. Va.
WPAR, Parkersburg, W. Va.

BROADCASTING ABROAD, Ltd.

New York City—119 W. 57th St. Tel.: Circle 7-4161. Mgr.: Henry G. Hoberg.

(Represents stations in Central and South America)

HOWARD C. BROWN CO.

Hollywood, Cal.—6418 Santa Monica Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown

Represents

2UE, Sydney, Australia
3XY, Melbourne, Australia
New Zealand Commercial Radio Stations

BURN-SMITH CO., Inc.

New York City—9 E. 40th St. Tel.: Murray Hill 4-6947. Mgr.: C. Otis Rawalt.
Chicago—307 No. Michigan Ave. Tel.: Central 4290. Mgr.: John A. Toothill.

Represents

KMTR, Hollywood, Cal.
WRDW, Augusta, Ga.
WGRC, Louisville
WELL, Battle Creek, Mich.
KXA, Seattle, Wash.
KGY, Olympia, Wash.
WFDF, Flint, Mich.
WKBZ, Muskegon, Mich.
KGVO, Missoula, Mont.
WAAT, Jersey City, N. J.
WFTC, Kinston, N. C.
WMFD, Wilmington, N. C.
KOOS, Marshfield, Ore.
*WNBH, N, Bedford. Mass.
WNLC, New London, Conn.
WBRK, Pittsfield, Mass.
WFPG, Atlantic City
WMRF, Lewistown, Pa.
WTRC, Elkhart, Ind.
KOCY, Oklahoma City
WWPG, W. Palm Beach, Fla.
WGH, Newport News, Va.
*WALB, Albany, Ga.
WFMD, Frederick, Md.
The Southern Network.
WFNC, Fayetteville, N. C.
WDEF, Chattanooga, Tenn.
WSTP, Salisbury, N. C.
KPAC, Port Arthur, Tex.
KFBC, Cheyenne, Wyo.
WOLF, Syracuse, N. Y.
WWDC, Washington, D. C.
WOPI, Bristol, Tenn.
KMAC, San Antonio, Tex.
WFVA, Fredericksburg, Va.
WRUF, Gainesville, Fla.
WATN, Watertown, N. Y.

*CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgr.: Philip Zach.
Chicago—180 No. Michigan Ave. Tel.: Central 5977. Mgrs.: H. M. Breneisa-Felix Morris.
Detroit—General Motors Bldg. Tel.: Madison 2125. Mgrs.: Frank X. Gaughen-Edward McKernan.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

Represents

KCKN, Kansas City, Kan.
WIBW, Topeka, Kan.

B. FRANK COOK

Atlanta—Walton Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(Representation In The South Only)

WFBC, Greenville, S. C.
WAYS, Charlotte, N. C.
WALB, Albany, Ga.

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York City—535 Fifth Ave. Tel.: Murray Hill 2-8284. Mgr.: A. P. Cox.
Chicago—228 No. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

KGFJ, Los Angeles
WGAA, Cedartown, Ga.
WBLJ, Dalton, Ga.
WKMO, Kokomo, Ind.
WSNJ, Bridgeton, N. J.
WPAY, Portsmouth, O.
KAST, Astoria, Ore.
KLBM, LaGrande, Ore.
WWSW, Pittsburgh
WKOK, Sunbury, Pa.
WOLS, Florence, S. C.
WFIG, Sumter, S. C.
KGFX, Pierre, S. D.
WHUB, Cookeville, Tenn.
KNEL, Brady, Tex.
KEEW Brownsville, Tex.
KPAB, Laredo, Tex.
KRBA, Lufkin, Tex.
KRLH, Midland, Tex.
KNET, Palestine, Tex.
WINC, Winchester, Va.
KTBI, Tacoma, Wash.
WJMC, Rice Lake, Wis.
KPOW, Powell, Wyo.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

WJAX, Jacksonville, Fla.
WROL, Knoxville, Tenn.
WIOD, Miami, Fla.
KTHS, Hot Springs, Ark.
WFLA, Tampa, Fla.
WLOF, Orlando, Fla.

*DE LISSER, Inc.

New York City—10 Rockefeller Plaza. Tel.: Circle 7-1435. Mgr.: William F. Gallagher.
Rochester, N. Y.—Lincoln Alliance Bldg. Tel.: Stone 4485. Mgr.: J. R. Greenaway.
Philadelphia—1421 Chestnut St. Tel.: Rittenhouse 1390. Mgr.: Ralph Steen.
Chicago—180 No. Michigan Ave. Tel.: Dearborn 8108. Mgr.: W. J. Fitzpatrick Jr.
Richmond, Va.—304 E. Main St. Tel.: Richmond 2-7403. Mgr.: Jess L. Sears.
Atlanta—Forsythe Bldg. Mgr.: J. C. Wilson.
San Francisco—681 Market St. Tel.: Garfield 6740. Mgr.: L. LaDue.

Represents

WSLB, Ogdensburg, N. Y.

(Continued on Next Page)

Directory of
BROADCASTING STATION REPRESENTATIVES

(Continued from page 95)

FORJOE & COMPANY

New York City—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom.
Chicago—201 No. Wells St. Tel.: Andover 1685. Mgr.: Forrest U. Daughdrill.

Represents

WAJR, Morgantown, W. Va.
WCOU, Lewiston, Me.
WBRB, Red Bank, N. J.
WCAP, Asbury Park, N. J.
WIBM, Jackson, Mich.
WJBK, Detroit
WLBC, Muncie, Ind.
WMOB, Mobile, Ala.
WGES, Chicago
WSBC, Chicago
KHUB, Watsonville, Cal.
KICA, Clovis, N. M.
KONO, San Antonio, Tex.
KPAB, Laredo, Tex.
KPDN, Pampa, Tex.

THE FOREMAN CO.

Chicago—Wrigley Bldg. Tel.: Delaware 1869. Mgr.: Edwin G. Foreman, Jr.
New York City—247 Park Ave. Tel.: Eldorado 5-0174. Mgr.: Edwin G. Foreman, Jr.

Represents

WCBM, Baltimore
WIND, Chicago
WQXR, New York City
WEMP, Milwaukee
KILO, Grand Forks, N. D.
WLAK, Lakeland, Fla.
WCAR, Pontiac, Mich.
KATE, Albert Lea, Minn.
WLOL, Minneapolis
WTAX, Springfield, Ill.

R. C. FOSTER

Boston—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: R. C. Foster.

New England Representation

WDRC, Hartford
WLAW, Lawrence, Mass.
WNBH, New Bedford, Mass.
WESX, Salem, Mass.
WABI, Bangor, Me.
WGAN, Portland, Me.
WCAX, Burlington, Vt.
WSYB, Rutland, Vt.
WPRO, Providence, R. I.
WMUR, Manchester, N. H.
WNEW, New York City

Non-Exclusive Representation

WELI, New Haven
WNLC, New London, Conn.
WHAI, Greenfield, Mass.
WOCB, W. Yarmouth, Mass.
WSAR, Fall River, Mass.
WBRK, Pittsfield, Mass.
WORC, Worcester, Mass.

FREE & PETERS, Inc.

Chicago—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
New York City—247 Park Ave. Tel.: Plaza 5-4131. Mgr.: H. Preston Peters.
Detroit—New Center Bldg. Tel.: Trinity 2-8444. Mgr.: Charles G. Burke.
San Francisco—111 Sutter St. Tel.: Sutter 4353. Mgr.: A. Leo Bowman.
Los Angeles—650 So. Grand Ave. Tel.: Vandike 0569. Mgr.: Hal W. Hoag.
Atlanta—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.

Represents

WGR, Buffalo, N. Y.
WKBW, Buffalo, N. Y.
WCKY, Cincinnati
WOC, Davenport, Ia.
WHO, Des Moines
KMA, Shenandoah, Ia.
WDAY, Fargo, N. D.
KMBC, Kansas City
WISH, Indianapolis
KARM, Fresno, Cal.
KDAL, Duluth
WKZO, Kalamazoo, Mich.
WTCN, Minneapolis-St. Paul
WMBD, Peoria, Ill.
KSD, St. Louis
WFBL, Syracuse
WCSC, Charleston, S. C.
WIS, Columbia, S. C.
WPTF, Raleigh, N. C.
WDBJ, Roanoke, Va.
WAVE, Louisville
KGKO, Fort Worth-Dallas
KOMA, Oklahoma City
KTUL, Tulsa, Okla.
KECA, Los Angeles
KOIN, Portland, Ore.
KALE, Portland, Ore.
KROW, Oakland, Cal.
KIRO, Seattle

W. S. GRANT

San Francisco—580 Market St. Tel.: Garfield 7700. Mgr.: W. S. Grant.
Los Angeles—Hellman Bldg. Tel.: Michigan 4573. Mgr.: H. H. Conger.

Exclusive Representation McClung Stations in San Francisco-Los Angeles

KVCV, Redding, Cal.
KHSL, Chico, Cal.
KYOS, Merced, Cal.

HOMER OWEN GRIFFITH

Hollywood—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 7404. Mgr.: Slayton Polleys LaDue.
Seattle—White Bldg. Tel.: Main 6626. Mgr.: Hal Pierce.

Pacific Coast Representation

KWYO, Sheridan, Wyo.
KID, Idaho Falls, Ida.
KSEI, Pocatello, Ida.
KTFI, Twin Falls, Ida.
KBKR, Baker, Ore.
KWJJ, Portland, Ore.
KPQ, Wenatchee, Wash.
WPEN, Philadelphia
WINN, Louisville

Exclusive

KJBS, San Francisco
KTOH, Lihue, T. H.
KPHO, Phoenix
KELA, Centralia, Wash.
KFQD, Anchorage, Alaska.
KFMB, San Diego, Cal.

MELCHOR GUZMAN COMPANY, Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.

(Represents stations in Cuba, Mexico, Central and South America)

*ARTHUR H. HAGG & ASSOCIATES, Inc.

Chicago—360 No. Michigan Ave. Tel.: Central 7553. Mgr.: Arthur H. Hagg.
New York City—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: P. A. Broderick.
Kansas City—201 Brushcreek Blvd. Tel.: Westport 3080. Mgr.: George Bauer.
Omaha—Brandeis Theatre Bldg. Tel.: Jackson 7317. Mgr.: F. F. Samuels.
Denver—1863 Wazee St. Tel.: Keystone 2371. Mgr.: J. W. Perry.
Oklahoma City—2715 N.W. Twelfth St. Tel.: 5-7272.

Represents

KGNO, Dodge City, Kan.
Oklahoma Network

HEADLEY-REED CO.

New York City—420 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 4675. Mgr.: Harry H. Walsh.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: Gregory Murphy.

Represents

WSGN, Birmingham, Ala.
WSFA, Montgomery, Ala.
WNBC, Hartford, Conn.
WROK, Rockford, Ill.
WCOP, Boston
KFEQ, St. Joseph, Mo.
WSOC, Charlotte, N. C.
WCFI, Pawtucket, R. I.
WGNY, Newburgh, N. Y.
WITH, Baltimore
KANS, Wichita, Kan.
WSJS, Winston-Salem, N. C.
WBAB, Atlantic City, N. J.
WHLD, Niagara Falls, N. Y.
WKIP, Poughkeepsie, N. Y.
WFAS, White Plains, N. Y.
WSIX, Nashville, Tenn.
KMMJ, Grand Island, Neb.
WJW, Akron, O.
WFMJ, Youngstown, O.
WFBG, Altoona, Pa.
WJAC, Johnstown, Pa.
WAPO, Chattanooga, Tenn.
WGAC, Augusta, Ga.

GEORGE P. HOLLINGBERY CO.

Chicago—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer, Jr.
Detroit—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
Atlanta—Walton Bldg. Tel.: Walnut 4039. Mgr.: George M. Kohn.
San Francisco—155 Sansome St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

Represents

WHAM, Rochester, N. Y.
WEBC, Duluth, Minn.
WADC, Akron, O.
WTMA, Charleston, S. C.
WAAF, Chicago
WSPR, Springfield, Mass.
WREN, Lawrence, Kan.
WSAV, Savannah, Ga.
WORD, Spartanburg, S. C.
WSPA, Spartanburg, S. C.
WWJ, Detroit.
KSCJ, Sioux City, Ia.
WBIG, Greensboro, N. C.
WIOD, Miami
WBCM, Bay City, Mich.
KOWH, Omaha
WNBZ, Saranac Lake, N. Y.
KVI, Tacoma, Wash.
WAOV, Vincennes, Ind.
WHIO, Dayton, O.
WJDX, Jackson, Miss.
WEAU, Eau Claire, Wis.
WEEU, Reading, Pa.
WJBO, Baton Rouge, La.
KTSM, El Paso, Tex.
WIRE, Indianapolis
KLO, Ogden, Utah

INTERCOLLEGIATE BCSTG. STATION REPRESENTATIVES

New York City—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Block, Jr.

(Represents Campus Stations at Princeton, Yale, Columbia, Cornell, Brown, Williams, Wesleyan, Union College, Rhode Island State and U. of Connecticut.)

INTERNATIONAL RADIO SALES

New York City—20 E. 57th St. Tel.: Plaza 8-2600.
Chicago—326 W. Madison St. Tel.: Central 4547. Mgr.: Ralph N. Weil.
San Francisco—Hearst Bldg. Tel.: Douglas 2536. Mgr.: John Livingston.

Represents

WINS, New York City
WSAI, Cincinnati
WISN, Milwaukee
KYA, San Francisco
WJEJ, Hagerstown, Md.
WCOS, Columbia, S. C.
WTBO, Cumberland, Md.
KQV, Pittsburgh
WHJB, Greensburg, Pa.
WJBC, Bloomington, Ill.
WMUR, Manchester, N. H.
WJLS, Beckley, W. Va.
WKST, New Castle, Pa.
WHDH, Boston
WKAT, Miami Beach, Fla.
WAIR, Winston-Salem, N. C.
KNOW, Austin, Tex.
WGKV, Charleston, W. Va.
WBAL, Baltimore
WATL, Atlanta
WKBB, Dubuque, Ia.
WRBL, Columbus, Ga.
WGPC, Albany, Ga.
WAKR, Akron, O.
WLW-WLWO, Cincinnati (West Coast Only)
WSNJ, Bridgeton, N. J.
WOL, Washington
WAIM, Anderson, S. C.
KZRH, Manila, Philippines
KZRC, Cebu, Philippines
WCHV, Charlottesville, Va.
KROS, Clinton, Ia.
WCED, DuBois, Pa.
WERC, Erie, Pa.
WJHL, Johnson City, Tenn.
WBML, Macon, Ga.
WCOV, Montgomery, Ala.
WCBT, Roanoke Rapids, N. C.
WACO, Waco, Tex.
WKWK, Wheeling, W. Va.

THE KATZ AGENCY

New York City—500 Fifth Ave. Tel.: Longacre 5-4594. Mgr.: Eugene Katz.
Chicago—307 No. Michigan Ave. Tel.: Central 4238. Mgr.: Gerald H. Gunst.
Detroit—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City—Bryant Bldg. Tel.: Victor 7095. Mgr.: Gordon Gray.
Atlanta—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas—Republic Bank Bldg. Tel.: 2-7936. Mgr.: Frank Brimm.
San Francisco—Monadnock Bldg. Tel.: Sutter 7498. Mgr.: Richard S. Railton.

Represents

KOB, Albuquerque, N. M.
WGST, Atlanta
KGHL, Billings, Mont.
WMT, Cedar Rapids-Waterloo
WCFL, Chicago
WKRC, Cincinnati
KVOR, Colorado Springs
WNAX, Yankton, S. D.
WFBM, Indianapolis
WCAE, Pittsburgh
WDAE, Tampa, Fla.
KXL, Portland, Ore.
WTAD, Quincy, Ill.
KLZ, Denver
KRNT, Des Moines
KSO, Des Moines
KGU, Honolulu
KLRA, Little Rock, Ark.
WMAZ, Macon, Ga.
WREC, Memphis, Tenn.
WWL, New Orleans
WKY, Oklahoma City
WTOC, Savannah, Ga.
KFPY, Spokane, Wash.
WSPD, Toledo, O.
WLAW, Lawrence, Mass.

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 1009. Mgr.: John Keating.

Special regional representation of Oregon, Washington and Idaho stations

KAST, Astoria, Ore.
KRNR, Roseburg, Ore.
KFJI, Klamath Falls, Ore.
KSLM, Salem, Ore.
KOOS, Marshfield, Ore.
KBND, Bend, Ore.
KBKR, Baker, Ore.
KORE, Eugene, Ore.
KMED, Medford, Ore.
KLBM, LaGrande, Ore.
KWRC, Pendleton, Ore.
KODL, The Dalles, Ore.
KWIL, Albany, Ore.
KIDO, Boise, Ida.
KTFI, Twin Falls, Ida.
KRLC, Lewiston, Ida.
KVAN, Vancouver, Wash.
KWLK, Longview, Wash.
KELA, Centralia, Wash.
KGY, Olympia, Wash.
KXRO, Aberdeen, Wash.
KMO, Tacoma, Wash.
KRKO, Everett, Wash.
KVOS, Bellingham, Wash.
KPQ, Wenatchee, Wash.
KIT, Yakima, Wash.
KUJ, Walla-Walla, Wash.

McCLATCHY BROADCASTING CO.

San Francisco—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

Represents on West Coast

KFBK, Sacramento, Cal.
KMJ, Fresno, Cal.
KWG, Stockton, Cal.
KERN, Bakersfield, Cal.
KOH, Reno, Nev.

(National representation by Paul H. Raymer Co.)

JOSEPH HERSHEY McGILLVRA

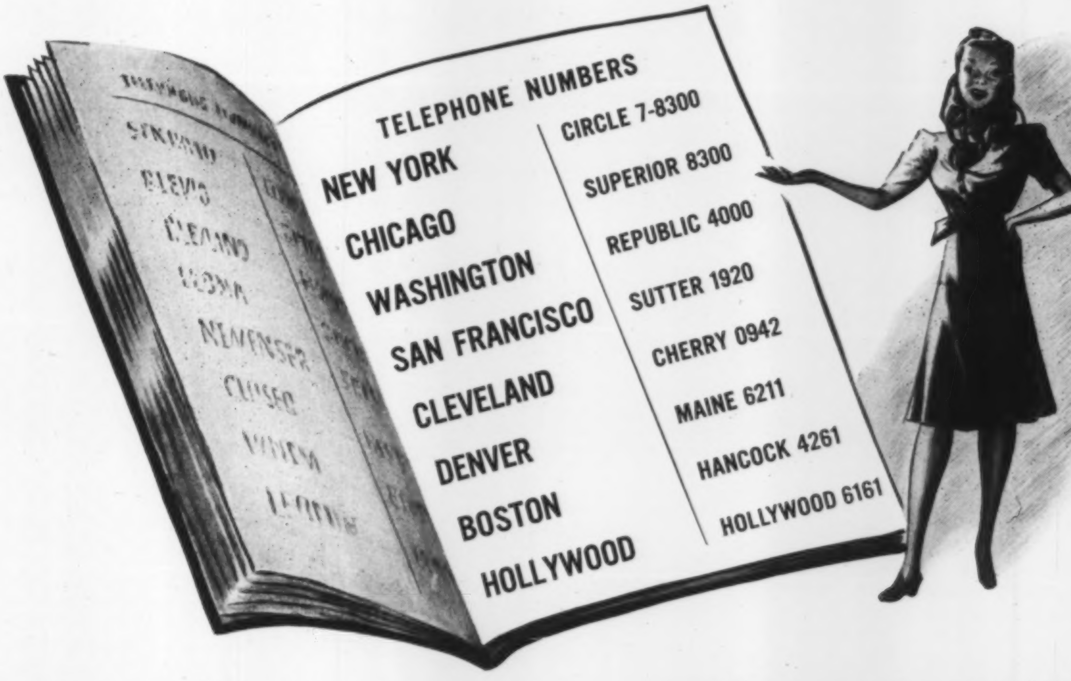
New York City—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Joseph H. McGillvra.
Chicago—919 No. Michigan Ave. Tel.: Superior 3444. Mgr.: Allen R. Koehler.
Los Angeles—Western Pacific Bldg. Tel.: Prospect 5319. Mgr.: Philip A. Bissell.
San Francisco—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

Represents

WMEX, Boston
CKLW, Windsor-Detroit
WHAI, Greenfield, Mass.
KUTA, Salt Lake City
KELD, El Dorado, Ark.
WSOO, Sault Ste. Marie, Mich.
KRKD, Los Angeles
KROY, Sacramento, Cal.
KARM, Fresno, Cal.
KJBS, San Francisco
KTUC, Tucson, Ariz.
WBRY, Waterbury, Conn.
KINY, Juneau, Alaska
WNEL, San Juan, Puerto Rico
WEW, St. Louis
WLNH, Laconia, N. H.
WTNJ, Trenton, N. J.
KGFW, Kearney, Neb.
WSVA, Harrisonburg, Va.
WHCU, Ithaca, N. Y.
WSYB, Rutland, Vt.
WSAY, Rochester, N. Y.
WTSP, St. Petersburg, Fla.
KLX, Oakland, Cal.
KVOX, Moorhead, Minn.
KRMC, Jamestown, N. D.
North Central Bcstg. System

(Continued on page 98)

XUM



TELEPHONE NUMBERS	
NEW YORK	CIRCLE 7-8300
CHICAGO	SUPERIOR 8300
WASHINGTON	REPUBLIC 4000
SAN FRANCISCO	SUTTER 1920
CLEVELAND	CHERRY 0942
DENVER	MAINE 6211
BOSTON	HANCOCK 4261
HOLLYWOOD	HOLLYWOOD 6161

One of these is your LUCKY NUMBER!

Your nearest NBC spot sales office is your key to 11 "Golden Zones"!

IN THE TEN SECONDS it takes you to dial a phone number, you can be taking a really *big* step towards increasing your radio-advertising *results!*

For your nearest NBC Spot Sales Office can quickly show you how to reach the "Golden Zones" of America more effectively, more economically...through NBC Key Stations in 11 vital markets: stations that *dominate* those markets. Stations that have proved for many years their ability to deliver sales-messages into homes where sales-potentials are highest and sales-resistances lowest. For they offer you hand-picked audiences—NBC audiences—audiences with money to spend and the willingness to spend it!

Don't wait another minute...reach for that telephone *now!* We'll be glad to *prove* our claims!

NBC Key Stations in 11 Vital Markets

Tops for Spot and Local Radio Advertisers

		Westinghouse Stations	
WEAF	NEW YORK	WBZ	BOSTON
WJZ	NEW YORK	WBZA	SPRINGFIELD
WMAQ	CHICAGO	KYW	PHILADELPHIA
WENR	CHICAGO	KDKA	PITTSBURGH
KGO	SAN FRANCISCO	WOWO	FT. WAYNE
KPO	SAN FRANCISCO	WGL	FT. WAYNE
WRC	WASHINGTON		
WMAL	WASHINGTON		
KOA	DENVER	**General Electric Station**	
WTAM	CLEVELAND	WGY	SCHENECTADY

Represented by

NBC SPOT & LOCAL SALES

New York · Chicago · San Francisco · Boston

Washington · Cleveland · Denver · Hollywood

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Directory of
BROADCASTING STATION REPRESENTATIVES

(Continued from page 96)

JOSEPH HERSHEY McGILLVRA (Continued)

Canadian stations represented

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CJOR, Vancouver, B. C.
CKCW, Moncton, N. B.
CHSJ, St. John, N. B.
CKCL, Toronto, Ont.
CFPL, London, Ont.
CKCO, Ottawa, Ont.
CFRB, Toronto, Ont.
CFLC, Prescott, Ont.
CFOS, Owen Sound, Ont.
CKPR, Fort William, Ont.
CKAC, Montreal, Que.
CHRC, Quebec, Que.
CJBR, Rimouski, Que.
CJRM, Regina, Sask.
CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask
CKY, Winnipeg, Man.
CKX, Brandon, Man.
CHNC, New Carlisle, Que.
CHML, Hamilton, Ont.
CHGB, Ste. Anne de la Pocatiere, Que.
CHLP, Montreal, Que.
CJCJ, Calgary, Alta.
CFAR, Flin Flon, Man.

Mexican stations represented

XEW, Mexico City
XEQ, Mexico City
XEGM, Tiajuana

Cuban stations represented

RHC-Cadena AZUL (Radio Habana Network)

*J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Morbert L. O'Brien.
Chicago—400 No. Michigan Ave. Tel.: Superior 9866. Mgr.: C. W. Erwin.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: R. J. Bidwell.

Represents

WENY, Elmira, N. Y.
WABY-WOKO, Albany
WRAK, Williamsport, Pa.
WTHT, Hartford, Conn.
WHEC, Rochester, N. Y.
WHDL, Olean, N. Y.
WDAN, Danville, Ill.

LOREN L. WATSON

New York City—347 Madison Ave. Tel.: Murray Hill 4-2797. Mgr.: Loren L. Watson.

NATIONAL BROADCASTING CO.

(National Spot and Local Sales Dept.)

New York City—30 Rockefeller Plaza. Tel.: Circle 7-8300. Mgr.: J. V. McConnell. Asst. Mgr.: W. O. Tilenius.
Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: M. M. Boyd-O. Morton.
Cleveland—NBC Bldg. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. Mgr.: James R. Macpherson.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Sidney Dixon.
San Francisco—111 Sutter St. Tel.: Sutter 1920. Mgr.: William B. Ryan.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: John Dodge.

Represents

WEAF, New York City
WBZ, Boston
WBZA, Springfield, Mass.
KGO, San Francisco
WMAQ, Chicago
WTAM, Cleveland
KYW, Philadelphia
KPO, San Francisco
WRC, Washington
KDKA, Pittsburgh
WGY, Schenectady
KOA, Denver.
WOWO, Fort Wayne, Ind.
WGL, Fort Wayne, Ind.

NORTHWEST RADIO ADVERTISING CO., Inc.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

Represents

KINY, Juneau, Alaska.

PAN AMERICAN BROADCASTING CO.

New York City—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: E. Bernald.
Chicago—228 No. LaSalle St. Mgr.: Fred R. Jones.

(Latin American representation)

JOHN E. PEARSON CO.

Chicago—360 No. Michigan Ave. Tel.: Franklin 2360. Mgr.: John E. Pearson.

Represents

KGBX, Springfield, Mo.
KWTO, Springveld, Mo.
KCMO, Kansas City, Mo.
KDTH, Dubuque, Ia.
KFVS, Cape Girardeau, Mo.
WKRO, Cairo, Ill.
WEW, St. Louis
KWOC, Poplar Bluff, Mo.
KHMO, Hannibal, Mo.
KDRO, Sedalia, Mo.

*JOHN H. PERRY ASSOCIATES

New York City—310 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
Philadelphia—1506 Chestnut St. Tel.: Rittenhouse 7290. Mgr.: Robert Hitchings.
Chicago—122 So. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
Detroit—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
Atlanta—Marietta St. Bldg. Tel.: Walnut 3443. Mgr. R. S. Kendrick.

Represents

WCOA, Pensacola, Fla.
WJHP, Jacksonville, Fla.
WMFJ, Daytona Beach, Fla.
WTMC, Ocala, Fla.
WDLP, Panama City, Fla.
WALA, Mobile, Ala.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.

EDWARD PETRY & CO., Inc.

New York City—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago—400 No. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
San Francisco—111 Sutter St. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis—Shell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

Yankee Network
WSB, Atlanta
WFBR, Baltimore
WAAB, Boston
WNAC, Boston
WICC, Bridgeport, Conn.
WBEN, Buffalo, N. Y.
WGAR, Cleveland
WFAA, Dallas
WBAP, Fort Worth
WJR, Detroit
KPRC, Houston
WDAF, Kansas City
WAGE, Syracuse, N. Y.
Colonial Network
KARK, Little Rock, Ark.
KFI, Los Angeles
WHAS, Louisville
WLLH, Lowell, Mass.
WTMJ, Milwaukee
KSTP, St. Paul
WSM, Nashville
WSMB, New Orleans
WTAR, Norfolk
KOIL, Omaha
WFIL, Philadelphia
KGW, Portland, Ore.
WTAG, Worcester, Mass.
KFAB, Lincoln, Neb.
Texas Quality Network
WEAN, Providence
WRNL, Richmond
KSL, Salt Lake City
WOAI, San Antonio
KSFO, San Francisco
KOMO, Seattle
KJR, Seattle
KHQ, Spokane, Wash.
KGA, Spokane, Wash.
WMAS, Springfield, Mass.
KVOO, Tulsa, Okla.
KFH, Wichita, Kan.
KEX, Portland, Ore.

PHILIPPINES AGENCY SERVICE CO.

New York City—33 W. 42nd St. Tel.: Pennsylvania 6-1845. Mgr.: L. H. Thibault.

Represents

KZRM, Manila, P. I.
KZRF, Manila, P. I.

RALPH L. POWER

Los Angeles—Van Nuys Bldg. Tel.: Madison 5617. Mgr.: Ralph L. Power.

(Represents Macquarie Network of Australia, Sydney, and through Macquarie represents New Zealand and South African stations)

RADIO ADVERTISING ASSOCIATES

Atlanta, Ga.—Grant Bldg. Tel.: Walnut 1833. Mgr.: R. L. Watkins.

Special representation

WFOY, St. Augustine, Fla.
KGFF, Shawnee, Okla.
KALB, Alexandria, La.
KFRO, Longview, Tex.
KMLB, Monroe, La.
KFYO, Lubbock, Tex.

RADIO ADVERTISING CORP.

New York City—9 E. 40th St. Tel.: Murray Hill 3-7865. Mgr.: Paul S. Wilson.
Chicago—333 No. Michigan Ave. Tel.: Central 1743. Mgr.: James T. Kelley.
Cleveland—Terminal Tower. Tel.: Prospect 5800. Mgr.: Charles A. Stevens.
Los Angeles—530 W. Sixth St. Tel.: Van Dyke 1901. Mgr.: Leslie Fox.
San Francisco—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

Represents

WCLE, Cleveland
WHKC, Columbus, O.
WHK, Cleveland
WTOL, Toledo, O.
WMBS, Uniontown, Pa.
KMYR, Denver
WJTN, Jamestown, N. Y.
KSAN, San Francisco
KRSC, Seattle

RADIO SALES

(Division of Columbia Broadcasting System)

Chicago—410 No. Michigan Ave. Tel.: Whitehall 6000. Gen. Sales Mgr.: J. Kelly Smith. Western Sales Mgr.: Henry Jackson.
New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: Howard S. Meighan.
Los Angeles—Columbia Square. Tel.: Hollywood 1212. Mgr.: Roger K. Huston.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: Wayne Steffner.
Charlotte, N. C.—Wilder Bldg. Tel.: 3-8833. Mgr.: Royal Penny.
St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: John Harvey.

Represents

WABC, New York City
WBBM, Chicago
WJSV, Washington
CBS New England Network
KNX, Los Angeles
KMOX, St. Louis
WBT, Charlotte, N. C.
CBS Pacific Network
WCCO, Minneapolis
WEEI, Boston
WAPI, Birmingham, Ala.
CBS California Network.

WILLIAM G. RAMBEAU CO.

Chicago—360 No. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York City—Chanin Bldg. Tel.: Caledonia 5-4940. Mgr.: William M. Wilson.
Hollywood—Markham Bldg.—Tel.: Granite 3636. Mgr.: Fred L. Allen.

Represents

WJAS, Pittsburgh
WIL, St. Louis
KFWB, Hollywood
WAAT, Jersey City
KJBS, San Francisco
WDSM, Superior-Duluth
WDGY, Minneapolis-St. Paul
WBNY, Buffalo, N. Y.
WELI, New Haven, Conn.
WESX, Salem, Mass.

PAUL H. RAYMER CO.

Chicago—Tribune Tower. Tel.: Superior 4473. Mgr.: Paul H. Raymer.
New York City—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
San Francisco—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.
Los Angeles—530 W. Sixth St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
Detroit—General Motors Bldg. Tel.: Trinity 2-8060. Mgr.: Ward Dorrell.

Represents

Michigan Radio Network, California Radio System, Mason-Dixon Group
Arizona Broadcasting Co.

WPRO, Providence
KWK, St. Louis
WSYR, Syracuse, N. Y.
WTRY, Troy, N. Y.
WRVA, Richmond, Va.
WLAC, Nashville, Tenn.
WDRC, Hartford, Conn.
KTAR, Phoenix, Ariz.
KVOA, Tucson, Ariz.
KTMS, Santa Barbara, Cal.
KUTA, Salt Lake City
WKBN, Youngstown, O.
WIBC, Indianapolis
KMPC, Los Angeles
KOH, Reno, Nev.
KFBK, Sacramento, Cal.
KERN, Bakersfield, Cal.
KMJ, Fresno, Cal.
KWG, Stockton, Cal.
WCAO, Baltimore
WBRC, Birmingham, Ala.
WDOD, Chattanooga, Tenn.
WJJD, Chicago
WXYZ, Detroit
WDBO, Orlando, Fla.
WOOD-WASH, Grand Rapids, Mich.
WCAU, Philadelphia (Pacific)
WEST, Easton, Pa.
WKBO, Harrisburg, Pa.
WAZL, Hazleton, Pa.
WGAL, Lancaster, Pa.
WORK, York, Pa.
WMBR, Jacksonville, Fla.
WDEL, Wilmington, Del.
KFSD, San Diego, Cal.
WSBT, South Bend, Ind.
WKNE, Keene, N. H.
WGAN, Portland, Me.
WING, Dayton, O.

VIRGIL REITER & CO.

Chicago—400 No. Michigan Ave. Tel.: Superior 3426. Mgr.: Virgil Reiter.

Represents

WCAU, Philadelphia (Chicago only)
WMCA, New York City (Exclusive)
WIBX, Utica, N. Y. (Chicago only)

*REYNOLDS-FITZGERALD, Inc.

Chicago—360 No. Michigan Ave. Tel.: State 4294. Mgr.: John T. Fitzgerald.
New York City—515 Madison Ave. Tel.: Eldorado 5-7020. Mgr.: Harry D. Reynolds.
Detroit—General Motors Bldg. Tel.: Madison 4250. Mgr.: Richard T. Healy.
Philadelphia—Land Title Bldg. Tel.: Rittenhouse 3839. Mgr.: J. D. Cathcart.
San Francisco—58 Sutter St. Tel.: Garfield 6144. Mgr.: Judson H. Carter.
Los Angeles—117 W. Ninth St. Tel.: Tucker 2474. Mgr.: C. E. Fisher.
Seattle—Joseph Vance Bldg. Tel.: Elliott 6452. Mgr.: Frederick A. Bartlett.

Represents

KQW, San Jose, Cal.
KOL, Seattle
KFNF, Shenandoah, Ia.
WHBY, Appleton, Wis.
WTAQ, Green Bay, Wis.
WIBA, Madison, Wis.
WMAM, Marinette, Wis.
WSAU, Wausau, Wis.

SEARS & AYER, Inc.

Chicago—612 No. Michigan Ave. Tel.: Superior 8177. Mgr.: B. H. Sears.
New York City—295 Madison Ave. Tel.: Ashland 4-6699. Mgr.: P. Joseph Bogner.

Represents

WJBY, Gadsden, Ala.
WHBB, Selma, Ala.
WMSD, Muscle Shoals, Ala.
WKEU, Griffin, Ga.
WDWS, Champaign, Ill.
WSOY, Decatur, Ill.
WTMV, E. St. Louis, Ill.
WJPF, Herrin, Ill.
WCBS, Springfield, Ill
WHBU, Anderson, Ind.
KTSW, Emporia, Kan.
KVAK, Atchison, Kan.
WGRM, Greenwood, Miss.
WFOR, Hattiesburg, Miss.
KWYO, Sheridan, Wyo.
WGIL, Galesburg, Ill.
WSLI, Jackson, Miss.
KWOS, Jefferson City, Mo.
WMIS, Natchez, Miss.
WMBH, Joplin, Mo.
KWOC, Poplar Bluff, Mo.
WLPM, Suffolk, Va.
KFDN, Casper, Wyo.
WJPR, Greenville, Miss.
WPAD, Paducah, Ky.
WHOP, Hopkinsville, Ky.
WSON, Henderson, Ky.
WGCM, Gulfport, Miss.

SPACE & TIME SERVICE

New York City—545 Fifth Ave. Tel.: Murray Hill 2-6308. Mgr.: Irving Horowitz.

Non-Exclusive Representation

WMAN, Mansfield, O.
WAYX, Waycross, Ga.

WILLIAM R. STEWART

Chicago—9 So. Clinton St. Tel.: Franklin 1133. Mgr.: William R. Stewart.

EDWARD S. TOWNSEND CO.

San Francisco—Russ Bldg. Tel.: Douglas 2373. Mgr.: Edward S. Townsend.

TRANSAMERICAN BROADCASTING & TELEVISION CO.

New York City—1 E. 54th St. Tel.: Plaza 5-9800. Mgr.: Warren Jennings.
Chicago—230 No. Michigan Ave. Tel.: State 0366. Mgr.: Walter Callahan.

(Represents WLW, Cincinnati, in Chicago and New York area)

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg. Tel.: 3032. Mgr.: Carl B. Ogilvie.

Represents

WLVA, Lynchburg, Va.
WBTM, Danville, Va.
WSLS, Roanoke, Va.

THE WALKER CO.

New York City—9 E. 40th St. Tel.: Murray Hill 4-6947. Mgr.: C. O. Rawalt.
Chicago—360 No. Michigan Ave. Tel.: State 5037. Mgr.: Wythe Walker.
Kansas City—1012 Baltimore. Tel.: Grand 0810. Mgr.: J. J. Farrell.
San Francisco—681 Market St. Tel.: Douglas 7404. Mgr.: Slayton Polleys LeDue
Seattle—White-Henry-Stuart Bldg. Tel.: Elliot 6662. Mgr.: Hal Pearce.

Represents

KUOA, Siloam Springs, Ark.
KSEI, Pocatello, Ida.
KTRI, Sioux City, Ia.
WSAR, Fall River, Mass.
KGIR, Butte, Mont.
WJAG, Norfolk, Neb.
WICA, Ashtabula, O.
KFKA, Greeley, Colo.
KTFI, Twin Falls, Ida.
KOAM, Pittsburg, Kan.
KRBM, Bozeman, Mont.
WRJN, Racine, Wis.
WBNX, New York City
WAIT, Chicago
KGNF, North Platte, Neb.
KFJB, Marshalltown, Ia.
KPFA, Helena, Mont.
KLPM, Minot, N. D.

SIDNEY C. WARDEN

Chicago, Ill.—30 No. LaSalle St. Tel.: Randolph 3938. Mgr.: Sidney C. Warden.

Represents

WINN, Louisville

WEED & CO.

New York City—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—203 No. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
Detroit—General Motors Bldg. Tel.: Madison 6366. Mgr.: Charles M. Adell.
San Francisco—111 Sutter St. Tel.: Douglas 2445. Mgr.: Roy Frothingham.

Represents

WTIC, Hartford, Conn.
WORC, Worcester, Mass.
WJAR, Providence, R. I.
WCSH, Portland, Me.
WRDO, Augusta, Me.
WLBZ, Bangor, Me.
WFEA, Manchester, N. H.
WSUN, St. Petersburg, Fla.
KVOD, Denver
KGGM, Albuquerque, N. M.
Texas State Network
WRR, Dallas
KFJZ, Fort Worth
KWFT, Wichita Falls, Tex.
WCAX, Burlington, Vt.
WEBR, Buffalo, N. Y.
WCOL, Columbus, O.
WFBC, Greenville, S. C.
WEOA, Evansville, Ind.
WGBF, Evansville, Ind.
KXOK, St. Louis
KFRU, Columbia, Mo.
WJNO, W. Palm Beach, Fla.
KGLO, Mason City, Ia.
KFBB, Great Falls, Mont.
KABR, Aberdeen, S. D.
WBOW, Terre Haute, Ind.
WDSU, New Orleans
WAYS, Charlotte, N. C.
WRAL, Raleigh, N. C.

CANADIAN

CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grand Prairie, Alta.
CJOC, Lethbridge, Alta.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CJVI, Victoria, B. C.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CJKL, Kirkland, Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CJCS, Stratford, Ont.
CJRC, Winnipeg, Man.
CKOC, Hamilton, Ont.
CFRC, Kingston, Ont.
CKBI, Prince Albert, Sask.
CHAB, Moose Jaw, Sask.
CKCK, Regina, Sask.
CFNB, Fredericton, N. B.
CFCF, Montreal, Que.
CFCY, Charlottetown, P. E. I.

HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: Howard H. Wilson.
New York City—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: J. F. Johns.
Kansas City—1012 Baltimore. Tel.: Grand 0810. Mgr.: Joseph J. Farrell.
Hollywood—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 7404. Mgr.: Slayton P. La Due.
Seattle, Wash.—White Bldg. Mgr.: Hal Pierce.

Represents

KELO, Sioux Falls, S. D.
KFBI, Wichita, Kans.
KFDM, Beaumont, Tex.
KFYO, Lubbock, Tex.
KGNC, Amarillo, Tex.
KGHF, Pueblo, Colo.
KROD, El Paso, Tex.
KSOO, Sioux Falls, S. D.
KYSM, Mankato, Minn.
WDEV, Waterbury, Vt.
WDNC, Durham, N. C.
WDZ, Tuscola, Ill.
WIBC, Indianapolis
WKBH, LaCrosse, Wis.
KFRO, Longview, Tex.
WPIC, Sharon, Pa.
WSVA, Harrisonburg, Va.
Lone Star Chain
KRGV, Weslaco, Tex.
WHBF, Rock Island, Ill.

INDIVIDUAL STATION REPRESENTATION

KFAR, Fairbanks, Alaska

Seattle, Wash.—American Bldg. Tel.: Elliott 3933. Rep.: G. A. Wellington.

KMPC, Beverly Hills, Cal.

New York City—101 Park Ave. Tel.: Murray Hill 5-9249. Mgr.: Lloyd George Venard.
Chicago—360 No. Michigan Ave. Tel.: Central 3042. Mgr.: A. K. Bucholz.

(*Continued on page 100*)

KNOWING THE CHANNEL

is the pilot's job

When entering unfamiliar waters, the ticklish job of bringing the ship safely through reefs, shoals and narrows is turned over to the pilot — the man whose job it is to *know* each and every hazard.

We are pilots for agencies, stations and advertisers. For 12 years, we have made it our business to *know* the channels that will bring each to its desired port, quickly, safely and economically.

Our thorough knowledge of markets, stations, programs, personalities and proven methods enables us to give you intelligent, productive, *personalized service.*

Don't guess—Take on the Right Pilot!

HOWARD H. WILSON CO.

New York
551 Fifth Ave.
Murray Hill 6-1230

Chicago
75 E. Wacker Dr.
Central 8744

Kansas City, Mo.
1004 Baltimore
Har. 8136

San Francisco
681 Market
Douglas 7404

Hollywood
6362 Hollywood Blvd.
Granite 1726

Seattle
4404 White Bldg. .
Main 6626

Directory of
BROADCASTING STATION REPRESENTATIVES
(Canadian)

(*Continued from page 99*)

J. L. ALEXANDER

Toronto, Ont.—100 Adelaide St., W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
Montreal, Que.—Drummond Bldg. Tel. Harbour 5838. Mgr.: J. Lefarro.

Represents

CFRC, Kingston, Ont.
CKPC, Brantford, Ont.
CKNX, Wingham, Ont.
CJIC, Sault St. Marie, Ont.
CHLP, Montreal, Que. (Toronto only)

ALL-CANADA RADIO FACILITIES, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg, Man.—Free Press Bldg. Tel.: 8-466. Mgr.: P. H. Gayner.
Calgary, Alta.—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B. C.—543 Seymour St. Tel.: Marine 3344. Mgr.: J. E. Baldwin.

Represents

CFJC, Kamloops, B. C.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grande Prairie, Alta.
CHAB, Moose Jaw, Sask.
CJVI, Victoria, B. C.
CKRN, Rouyn, Que.
CKNB, Cambellton, N. B.
CHNC, New Carlisle, Que.
CKBI, Prince Albert, Sask.
CJRM, Regina, Sask.
CJRC, Winnipeg, Man.
CKCK, Regina, Sask.
CFRB, Toronto, Ont.
CKOC, Hamilton, Ont.
CJCS, Stratford, Ont.
CJOC, Lethbridge, Alta.
CJKL, Kirkland, Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CFCF, Montreal, Que.
CKVD, Val d'Or, Que.
CFNB, Fredericton, N. B.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CKSO, Sudbury, Ont.
CFCY, Charlottetown, P. E. I.
VONF, St. Johns, Newfoundland

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St. W. Tel.: Belair 3325. Mgr.: M. Maxwell.
(*General Canadian station representation; non-exclusive*)

CANADIAN BROADCASTING CORPORATION

Toronto, Ont.—55 York St. Tel.: Adelaide 5771. Commercial Mgr.: E. A. Weir.
Montreal, Que.—1231 St. Catherine St., W. Tel.: Marquette 5211. Commercial Mgr.: J. A. Dupont.

Represents CBC-owned Stations:

CBA, Sackville, N. B.
CBJ, Chicoutimi, Que.
CBF, Montreal, Que.
CBV, Quebec, Que.
CBO, Ottawa, Ont.
CBR, Vancouver, B. C.
CBM, Montreal, Que.
CBL, Toronto, Ont.
CBY, Toronto, Ont.
CBK, Watrous, Sask.

REPRESENTING NO LESS THAN 15 OF CANADA'S MOST IMPORTANT MARKETS . . . . .

ANSWERING Your Every Question on Radio in Canada

For *efficient* spending of the radio dollar, *exact* knowledge of stations to be used is all-important. We represent no less than 15 stations from coast to coast in Canada, and you may rely on us for up-to-the-minute, complete information on all of these stations, and the important markets they cover. To save yourself time, worry and expense, get *all* the information you need from *one* source.

CJOR Vancouver
CKX Brandon
CKY Winnipeg
CFAR Flin Flon
CFOS Owen Sound
CKLW Windsor
CFPL London
CKCR Kitchener
CKCL Toronto
CFLC Prescott
CKCO Ottawa
CKAC Montreal
CJBR Rimouski
CKCW Moncton
CHSJ Saint John

From COAST to COAST

STOVIN & WRIGHT

Manitoba Telephone System Building,
WINNIPEG, MAN.

907/8 Victory Building,
TORONTO, ONT.

415 Keefer Building,
MONTREAL, QUE.

DOMINION BROADCASTING CO.

Toronto, Ont.—4 Albert St. Tel.: Adelaide 3383. Mgr.: H. B. Williams.

Represents in Toronto Only

CKTB, St. Catharines, Ont.
CKCH, Hull, Que.
CJLS, Yarmouth, N. S.
CHRC, Quebec, Que.
CHLT, Sherbrooke, Que.

NORTHERN BROADCASTING & PUBLISHING, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. E. Tonkin.
Montreal, Que.—Keefer Bldg. Tel.: Harbour 3051. Mgr.: R. A. Leslie.

Represents in Toronto and Montreal

CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CKVD, Val d'Or, Que.
CJKL, Kirkland Lake, Ont.
CKWS, Kingston, Ont.
CKRN, Rouyn, Que.
CHEX, Peterborough, Ont.

RADIO CENTRE, LTD.

Toronto, Ont.—100 Adelaide St., W. Tel.: Waverly 2036. Mgr.: Spencer Grow.

Represents

CJCJ, Calgary, Alta. (Eastern Canada)
CHLN, Three Rivers, Que.

RADIO REPRESENTATIVES, LTD.

Toronto, Ont.—4 Albert St. Tel.: Waverly 5564. Mgr.: J. Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

Toronto Representation

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKPR, Fort William, Ont.
CFQC, Saskatoon, Sask.
*CHWK, Chilliwack, B. C.
CJGX, Yorkton, Sask.
CKMO, Vancouver, B. C.

Montreal Representation

CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask.
CKPR, Fort William, Ont.
CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKTB, St. Catharines, Ont.
CKCH, Hull, Que.
CKMO, Vancouver, B. C.
*CHWK, Chilliwack, B. C.

H. N. STOVIN

Montreal, Que.—Keefer Bldg. Tel.: Plateau 8794. Mgr.: Lovell Mickles.
Winnipeg, Man.—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Messner.

Represents

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CKCL, Toronto, Ont.
CKLW, Windsor, Ont.
CJOR, Vancouver, B. C.
CKCA, Kenora, Ont.
CFOS, Owen Sound, Ont.
CKCR, Kitchener, Ont.
CFPL, London, Ont.
CFLC, Prescott, Ont.
CHGB, Ste. Anne de la Pocatiere, Que.
CHSJ, St. John, N. B.
CKCW, Moncton, N. B.

STOVIN & WRIGHT

Toronto, Ont., Victory Bldg. Tel.: Adelaide 9184. Mgrs.: H. N. Stovin, W. C. Wright.

Represents

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CHSJ, St. John, N. B.
CKCW, Moncton, N. B.
CFOS, Owen Sound, Ont.
CJBR, Rimouski, Que.
CHGB, Ste. Anne de la Pocatiere
CKCO, Ottawa, Ont.
CFLC, Prescott, Ont.
CKAC, Montreal, Que.
CJOR, Vancouver, B. C.
CKLW, Windsor, Ont.
CKCL, Toronto, Ont.
CFPL, London, Ont.
CKCA, Kenora, Ont.
CKCR, Kitchener, Ont.

U. S. STATION REPRESENTATIVES

(*Continued from page 99*)

WCAU, Philadelphia

New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Robert A. Street.
[WCAU is represented in Chicago by Virgil Reiter; Boston by Bertha Bannan; Lo Angeles by Paul Raymer Co.]

WGN, Chicago

New York City—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Norman Boggs.

WHN, New York

Chicago—360 No. Michigan Ave. Tel.: Randolph 5254. Mgr.: David B. Stein.

WHYN, Holyoke, Mass.

New York City—101 Park Ave. Tel.: Lexington 2-3783. Mgr. George T. Hopewell.

WIBX, Utica, N. Y.

New York City—Belmont Plaza Hotel. Tel.: Plaza 8-0066. Rep.: Russell Loftus.

WKAQ, San Juan, P. R.

New York City—International Telephone & Telegraph Corp., 67 Broad St., Tel.: Bowling Green 9-3800. Mgr.: John W. G. Ogilvie.

WLW, Cincinnati

Chicago—230 No. Michigan Ave. Tel.: State 0366. Mgr.: Walter Callahan.
New York City—Represented by Transamerican Broadcasting & Television Corp.
West Coast—Represented by International Radio Sales.

WOR, New York

Boston—80 Federal St. Tel.: Commonwealth 0800. Mgr.: Paul A. Belaire.
Chicago—Tribune Tower. Tel.: Superior 0100. Mgrs.: Robert C. Wood and John B. Shelton
San Francisco—Russ Bldg. Tel.: Douglas 2373. Mgr.: Edward S. Townsend.

XEAW, Reynosa, Mexico

Chicago—410 No. Michigan Ave. Tel.: Whitehall 4488. Rep.: Homer Hogan.
Dallas Studios—911 Commerce St. Tel.: 2-8868. Mgr.: Carr P. Collins.

THE ALLOCATION OF THE WLW RADIO DOLLAR IN 345 MIDWESTERN COUNTIES
WLW

"WHAT! CINCINNATI COSTS US ONLY $138.72?"

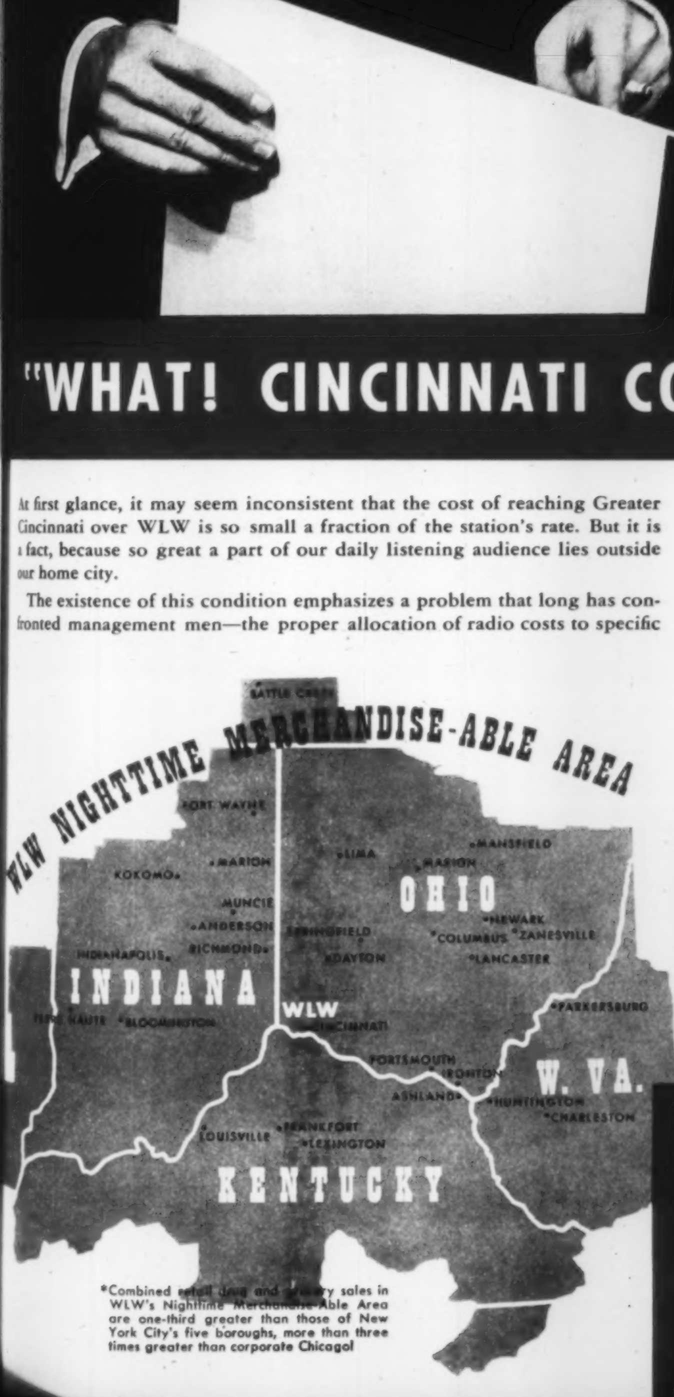
At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers. because of the wide coverage of the station, and the number and diversity of the markets we serve.*

Realizing the need for an accurate cost control technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.


WLW NIGHTTIME MERCHANDISE-ABLE AREA
BATTLE CREEK
FORT WAYNE
KOKOMO
MARION
MUNCIE
ANDERSON
RICHMOND
INDIANAPOLIS
INDIANA
TERRE HAUTE
BLOOMINGTON
LIMA
MARION
MANSFIELD
OHIO
NEWARK
COLUMBUS
ZANESVILLE
SPRINGFIELD
DAYTON
LANCASTER
WLW
CINCINNATI
PARKERSBURG
PORTSMOUTH
IRONTON
ASHLAND
W. VA.
HUNTINGTON
CHARLESTON
LOUISVILLE
FRANKFORT
LEXINGTON
KENTUCKY

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Combined retail drug and grocery sales in WLW's Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times greater than corporate Chicago!

XUM

★ ★ ★ ★

WLW

NEWS

Peter Grant, ace WLW newscaster, whose annual salary runs into five figures—because of his tremendous popularity.

H. R. Gross, thrice daily Sohio Reporter who narrowly missed nomination for Governor of Iowa in '40 with radio campaign.

Gregor Ziemer, foreign analyst. 11 years head of Berlin American Colony School; veteran foreign news correspondent.

Carroll Alcott, Far Eastern authority. 16 years as American newscaster in Shanghai, and associate editor of "China Press."

Elizabeth Bemis, women's news commentator, born to news reporting. Scholarship student at the University of Paris.

William Hessler, foreign analyst; chosen with other newsmen by Carnegie Foundation to study South American problems.

When you buy WLW, you buy at what is probably the lowest cost per impression in modern advertising. One reason —WLW's wide-spread, consistently loyal listening audience. Midwestern listeners like WLW because we have created programs they cannot hear over any other radio station —programs with a distinctive sectional flavor—programs that mean more because they are particularly designed for the people we serve. Among them: a news service—AP, INS, Reuters—that has made WLW listeners the best informed radio audience in the world, with two staff members who have spent more than a decade in Europe and the Far East . . . a consumers' educational project that seeks to recognize broad trends in the consumer movement, and to give it intelligent direction . . . and a farm program service that includes the actual operation of a 126-acre farm, and a comprehensive weather and market service.

All to this end—that we may more than fulfill the obligations imposed by clear channel facilities, and make your WLW radio dollar the most effective advertising dollar you can spend.

XUM

O MILLIONS, THE VOICE OF FRIENDLY ERVICE IN THE GREAT MIDDLE WEST

SPORTS

Roger Baker, popular play-by-play announcer for Cincinnati Reds games. Winner of a national popularity poll.

Dick Bray, play-by-play football announcer; only announcer who has done big time football and basketball officiating.

Dan Riss, veteran of four seasons of play-by-play football on Florida and Texas networks; able "color" commentator.

PROGRAM DIRECTOR

George C. Biggar's direction has created a distinctive sectional flavor in all WLW broadcasts in a manner no network could approach.

CONSUMERS' FOUNDATION

Marsha Wheeler, Director of Consumers' Foundation which brings listeners latest developments in nutritional research, and coordinates consumer education.

Elaine Adams, Ass't. Director of Consumers' Foundation, gives a daily market news service on fresh fruits and vegetables, meats, poultry, and dairy products.

EVERYBODY'S FARM

Ed Mason, farm program director, reports daily progress on "Everybody's Farm;" carefully planned early morning programs, and other shows throughout the week are directed specifically to the farmers of WLW Land. Coordination with government agencies, farm special events, special programs for farm youth, and a complete market service round out a comprehensive rural program service for midwestern listeners.

...SECOND ONLY TO WLW IN CINCINNATI

WSAI...

Has more national and local spot time sold than any other Cincinnati station.

WSAI...

Has more CONSISTENT advertisers than any other Cincinnati station.

WSAI...

Delivers MORE LISTENERS at a LOWER COST PER THOUSAND than any other Cincinnati network station.

WSAI...

Can show a greater record of SUCCESS STORIES than any other station.

in Short...

WSAI HAS THE LISTENERS—HAS THE MERCHANDISING—GETS RESULTS.

REPRESENTED BY INTERNATIONAL RADIO SALES

Directory of
BROADCASTING STATIONS OF THE UNITED STATES

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.

(Data corrected to January 1, 1942)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NNISTON	WHMA	1450	250	Harry M. Ayers 1330 Noble St. 2380	Blue	Harry M. Ayers Vernon Story A. Lynne Brannen	Harold B. Russey Malcolm Street Jerry Hunt	....
SSEMER	WJLD (Construction Permit)	1400	250	J. Leslie Doss Hotel Gary 497	....	J. Leslie Doss J. Ed Reynolds	....	....
RMINGHAM	WAPI	1170	5,000–LS 1,000–N SA-5,000–U	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Lionel Baxter .... N. S. Hurley	Radio Sales
	WBRC	960	5,000	Birmingham Bcstg. Co. Inc. 2300 Fifth Ave. No. 3-9293	NBC-Red	K. G. Marshall J. C. Bell K. G. Marshall	John M. Connolly J. B. Roberts Jr. J. C. Bell	Raymer
	WSGN	610	1,000	Birmingham News Co. Third Ave. & 23rd St. 4-3434	Blue MBS	Victor H. Hanson Henry P. Johnson Henry P. Johnson	William R. Terry Robert G. Venn Paul B. Cram	Headley-Reed Biddick
DECATUR	WMSL	1400	250	Tennessee Valley Bcstg. Co. Inc. Box 411 802	MBS	M. K. Vickrey M. K. Vickrey M. K. Vickrey	Joe Gannon Joe Gannon Hudie Brown	....
DOTHAN	WAGF	1400	250–D	Dothan Broadcasting Co. 204½ E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Carl Snellgrove .... John T. Hubbard	....
GADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 106 Broad St. 88	MBS	B. H. Hopson B. H. Hopson Sam Benton	Beatrice Tate Benton .... L. O. Brunes	Sears & Ayer
NTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	....	Wilton H. Pollard Wilton H. Pollard R. W. Albright	John Garrison .... John Garrison	....
MOBILE	WALA	1410	5,000	Pape Broadcasting Co. AT&N Railroad Bldg. Dexter 5893	NBC-Red	W. O. Pape W. O. Pape H. K. Martin	Jack Lewis .... R. M. Cole	Perry
	WMOB	1230	250	S. B. Quigley 600 St. Louis St. Belmont 2581	MBS	S. B. Quigley S. B. Quigley F. E. Busby	.... T. L. Greenwood	Forjoe
MONTGOMERY	WCOV	1240	250	Capital Broadcasting Co. Inc. Exchange Hotel 5781	CBS	G. W. Covington Jr. G. W. Covington Jr. R. B. Raney	Bob Garrett John C. Hughes H. R. Johnson	International
	WSFA	1440	1,000–LS 500–N	Montgomery Bcstg. Co. Inc. Jefferson Davis Hotel 8361	NBC-Red	Howard E. Pill Howard E. Pill W. W. Hunt	E. Caldwell Stewart John B. DeMotte Clifford Shelkofsky	Headley-Reed
MUSCLE SHOALS	WMSD	1450	250	Muscle Shoals Bcstg. Corp. 620 E. Second St. 181	....	E. L. Chapman Joe Van Sandt Joe Van Sandt	James Connally Joe Van Sandt George Martin	Sears & Ayer
OPELIKA	WJHO	1400	250–LS 100–N	Opelika-Auburn Bcstg. Co. 1400 Auburn Road 750	....	J. H. Orr J. H. Orr J. H. Orr	Leon W. Crager .... F. M. Hyatt	Associated
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Marshall Parsons Jr. .... William Kilgore	Sears & Ayer
TUSCALOOSA	WJRD	1230	250	James R. Doss Tuscaloosa 4464	....	James R. Doss Jr. J. Ed. Reynolds J. Ed. Reynolds	....	....

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GLOBE	KWJB	1240	250	Sims Broadcasting Co. Box 591 41	ABC	Bartley T. Sims Bartley T. Sims Frank Redfield	Al Stein Frank Redfield Jordan Priester	....
JEROME	KCRJ	1340	250	Central Arizona Broadcasting Co. 711 Hampshire Blvd. 88	ABC	Mrs. Della Tovrea Stuart Howard Kuhn Howard Kuhn	Walter W. Wagoner .... Wayne Fernyhough	....
LOWELL	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Gerald O'Brien	Mel W. Cody .... David C. Karbach	....
PHOENIX	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 No. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler J. A. Reilly J. A. Reilly	John R. Williams John R. Williams R. B. Thompson	Blair
	KPHO	1230	250	M. C. Reese First National Bank Bldg. 3-3197	....	M. C. Reese M. C. Reese Dell Crosby	.... Howard Seitz	....
	KTAR	620	5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC ABC	Arizona Republic Dick Lewis J. R. Heath	J. Howard Pyle T. M. Pennington Arthur C. Anderson	Raymer
PRESCOTT	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	ABC	Albert Stetson Mucio Delgado Carey Allen	Mucio Delgado Albert Stetson John R. Quinn	....

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1942)

ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	August Brieske Paul Plumlee Herbert Hartman	....
TUCSON	KTUC	1400	250	Tucson Broadcasting Co. Broadway & Tyndall 5800	CBS Arizona	Ralph W. Bilby John Merino Victor Gillard	Ralph W. Langley Tom Hotchkiss	McGillvra
	KVOA	1290	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC ABC	R. B. Williams R. B. Williams S. H. Schaffer	Andrew White .... R. H. Holsclaw	Raymer
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	John H. Huber Harper M. Phillips Harper M. Phillips	Irene Belzer	....

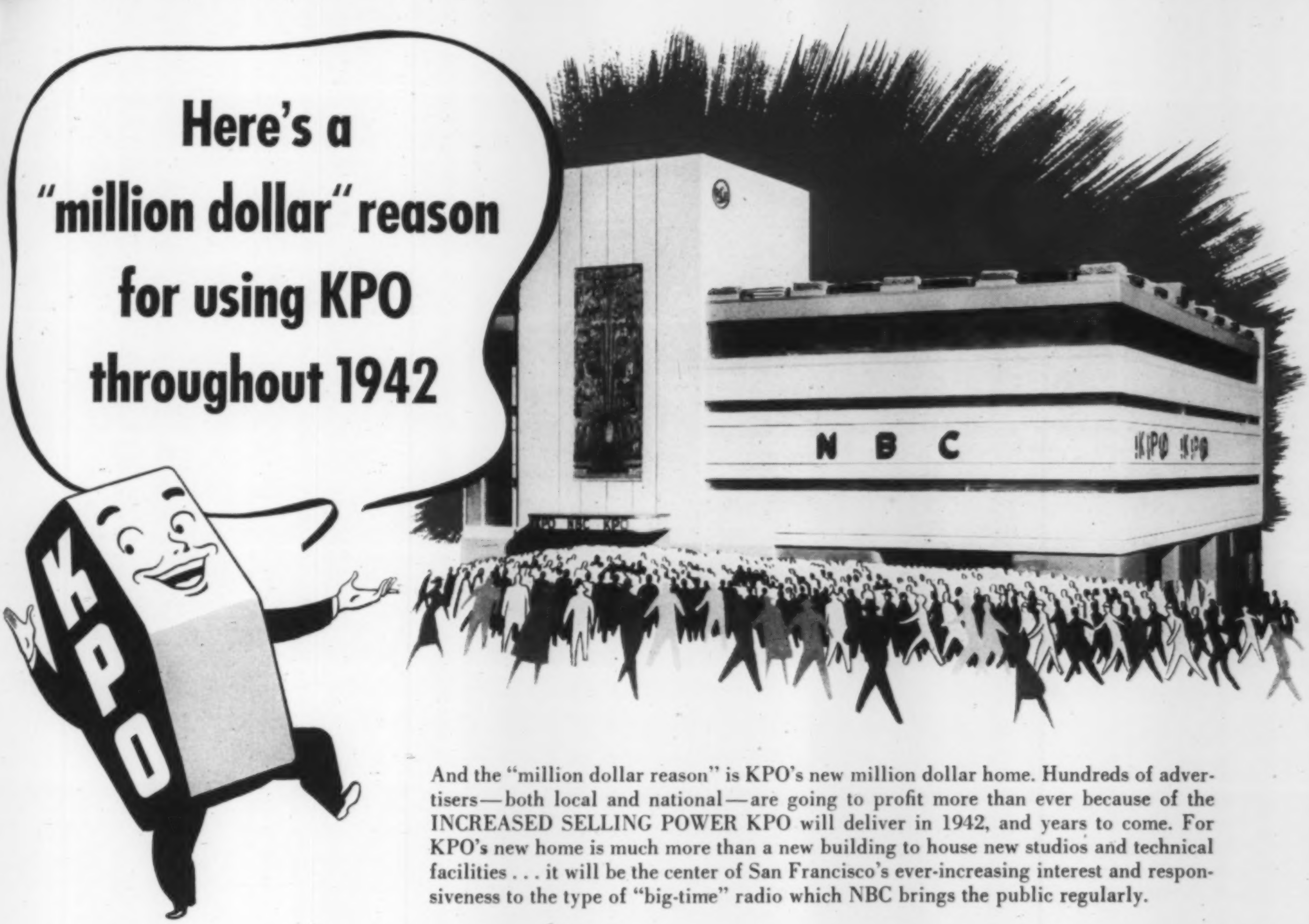
ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE	KLCN	1320 CP-900	100-D CP-1,000-D	Fred O. Grimwood Blytheville 1000	....	Fred O. Grimwood Cleo Garner Cleo Garner	L. T. Moore Jr. Harold Sudbury Bob Conner	....
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	R. E. Meinert F. E. Bolls F. E. Bolls	H. T. MacDonough Ewing Canaday Ewing Canaday	McGillvra
FORT SMITH	KFPW	1400	250	Southwestern Hotel Co. Goldman Hotel Bldg. 7069	Arkansas	John A. England Jimmie Barry Jimmie Barry	Dorothy Gibson Doc Miller D. W. Hoisington	....
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	....	Partnership Sam W. Anderson Sam W. Anderson	Bob Lee J. T. Franklin J. C. Warren	....
HOT SPRINGS	†KTHS	1090 ST-KRLD	10,000-LS 5,000-N SA-10,000-LS 1,000-N	Chamber of Commerce 135 Benton St. 1160	Blue	C. L. Brenner Hub Jackson Hub Jackson	.... J. Clinton Norman	Blair
	KWFC	1340	250	Hot Springs Broadcasting Co. Hot Springs	MBS	Clyde E. Wilson Howard A. Shuman Howard A. Shuman	....	....
JONESBORO	KBTM	1230	250-LS 100-N	Regional Broadcasting Co. Main & Jackson Sts. 597	MBS Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Thomas Cox Jay P. Beard	....
LITTLE ROCK	KARK	920	5,000	Arkansas Radio & Equipment Co. 114 East Capitol 2-1841	NBC-Red	T. H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt Julian F. Haas Dan L. Winn	Petry
	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	MBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Dorothy Weise P. E. Denton K. F. Tracy	....
	KLRA	1420 CP-1010	5,000	Arkansas Broadcasting Co Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Fred Schmutz P. E. Denton K. F. Tracy	Katz
PINE BLUFF	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	B. J. Parrish R. W. Etter	....
SILOAM SPRINGS	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Storm Whaley	Elnora Gilbert Galen Gilbert Cecil Smith	Walker
TEXARKANA	KCMC	1450	250	(See Texarkana, Tex.)				

† KTHS holds special authorization to operate with WBAL Baltimore, on 1090 kc. with SA powers.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BAKERSFIELD	KERN	1410	1,000	McClatchy Broadcasting Co. Elks Bldg. 8-8431	Blue California	Guy C. Hamilton Robert Stoddard Walter Lynn	.... Jim Grebe Luverne Shatto	Raymer
	KPMC	1600	1,000	Pioneer Mercantile Co. 20th & Eye Sts. 8-8581	MBS Don Lee	F. G. R. Schamblin Leo A. Schamblin Leo A. Schamblin	Curt C. Sturm Harold Carlock Leo P. Jarvis	Blair
BERKELEY	KRE	1400	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	....	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hambly Don Hambly Royal Wiseman	....
CHICO	KHSL	1290	1,000-LS 500-N CP-1,000-U	Golden Empire Broadcasting Co. Morehead Bldg. 237	MBS Don Lee	Hugh McClung M. F. Woodling Oscar B. Sundberg	William S. Fisher Karl Jezler E. P. Milburn	Grant, Pacific Coast
EL CENTRO	KXO	1490	100	Valradio Inc. 793 Main St. 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Kenneth H. Thornton	Jean Jordan .... Stillman Badger	....
EUREKA	KIEM	1480	1,000-LS 500-N	Redwood Broadcasting Co. Inc. Vance Hotel 93	MBS Don Lee	William B. Smullin William B. Smullin Eddie Logan	Paul Corbin Charles Pendleton Alvor Olson William Ralph Rambo	Blair


Here's a "million dollar" reason for using KPO throughout 1942
KPO
N B C
KPO KPO
KPO NBC KPO

And the "million dollar reason" is KPO's new million dollar home. Hundreds of advertisers—both local and national—are going to profit more than ever because of the INCREASED SELLING POWER KPO will deliver in 1942, and years to come. For KPO's new home is much more than a new building to house new studios and technical facilities . . . it will be the center of San Francisco's ever-increasing interest and responsiveness to the type of "big-time" radio which NBC brings the public regularly.

1. Thousands toured the unfinished building. Hundreds of thousands more have listened to and watched "building broadcasts" . . . seen building pictures in newsreels, magazines, and newspapers. **Smart advertisers are getting on KPO *now* . . . to "ride in" on this great barrage of publicity . . . to become a part of the great show which will open the new building in March.**

2. The best evidence of a station's popularity, and its sales-producing power is the manifest interest of local business firms in broadcast advertising. Without question, KPO is most highly regarded, its personnel best known to San Francisco business and civic leaders. AND . . . NBC's local sales in San Francisco are currently 80% ahead of last year.

3. NBC *leads* in the development of San Francisco radio talent. Weekly auditions are held. Promising new talent is put on the air to develop seasoned, salable personalities, and salable shows. Local advertisers are aware of the sales pulling-power of this local talent. Nineteen local advertisers are currently using live talent shows on KPO.

4. Dollar-for-dollar, KPO offers you the best advertising buy in San Francisco for 1942... as well as in the years to come. Every day KPO is making firmer its already established lead in listener-popularity. Greater popularity means greater audiences. Greater audiences mean greater sales. And that, after all, is the proof of the pudding!

KPO

50,000 WATTS
SAN FRANCISCO
680 KILOCYCLES

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DENVER
WASHINGTON
HOLLYWOOD

"Now let's get the 11 o'clock news on KROW"

KROW

RADIO CENTER BUILDING
NINETEENTH & BROADWAY
OAKLAND, CALIFORNIA
STUDIOS IN OAKLAND AND SAN FRANCISCO
Philip G. Lasky, General Manager

IT'S A HABIT in OAKLAND

to tune in KROW. Survey after survey by Hooper, by independent advertising agencies, by sponsors, has shown the popular preference for KROW in the East Bay metropolitan area over ALL OTHER San Francisco Bay region non-network stations. Most recently, in an agency survey to name the three leading independent stations, KROW received 33.4% of all first place mentions . . . the second choice station received 19.5%. And in many an inquiry-producing test, KROW has ranked among the nation's lowest-cost-per-inquiry stations. Get full details from your Free & Peters man!

FREE & PETERS, INC.
Exclusive National Representatives

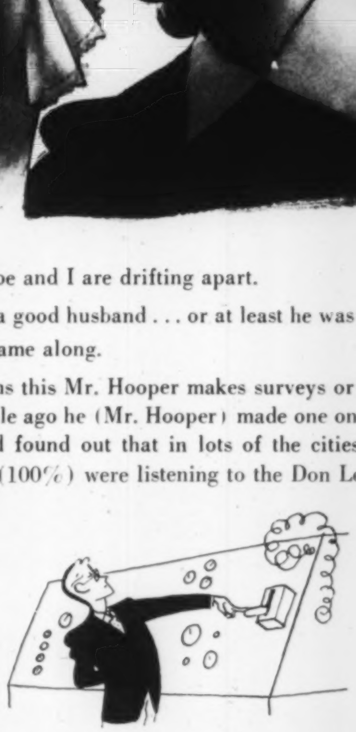
A Mr. Hooper is breaking up my home . . .

"Madam, I control the radio listening habits of hundreds of thousands of people . . ."

My Joe and I are drifting apart.

Joe is a good husband . . . or at least he was until a Mr. Hooper came along.

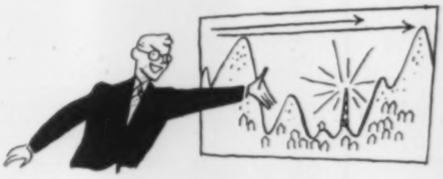
It seems this Mr. Hooper makes surveys or something, and a while ago he (Mr. Hooper) made one on the Pacific Coast and found out that in lots of the cities all of the listeners (100%) were listening to the Don Lee Network.



"thousands won't hear a peep tonight!"

Well, Joe's job is to pull a lever down at Don Lee that lets the network programs out to the Pacific Coast. He figured that if he didn't pull that lever some night, hundreds of thousands of people wouldn't be able to hear one "peep" out of their radios. Because the mountains and valleys and things keep the other networks from reaching lots of important towns, Joe says.*

It gives Joe a feeling of power when he thinks so many people depend on him (and Don Lee) and, frankly, this feeling of power has been going to his head. For instance, sometimes he leaves the dishes in the sink for two or three days without doing them. And the other night when I came home from Bridge, instead of having supper ready, he merely glanced at me when I came in and said, "Madam, do you realize the listening habits of hundreds of thousands of people depend entirely upon me?" (and Don Lee)



"Joe says it's all due to hills and valleys, etc."

Joe and I are drifting apart.

What shall I do?

***And Joe is right. With 31 stations, Don Lee is the only network to release programs locally in each of the Pacific Coast markets. Advertisers and agencies may have this survey by writing to Wilbur Eickelberg, General Sales Manager, for complete Hooper Survey.**

Mutual

DON LEE

Thomas S. Lee, Pres., Lewis Allen Weiss, Vice-Pres. Gen. Mgr., 5515 Melrose Ave., Hollywood, Calif.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *STN—Shares Time Night.* *SH—Specified Hours.* *SHN—Specified Hours Night.*
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(Data corrected to January 1, 1942)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FRESNO	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Don C. Robbins	Jaime del Valle Don C. Robbins John F. Scales	Free & Peters McGillvra
	KFRE	1340	250	J. E. Rodman Fresno	MBS Don-Lee	J. E. Rodman	....	....
	KMJ	580	5,000	McClatchy Broadcasting Co. Bee Bldg. 3-6277	NBC-Red California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Keith B. Collins Gene Chenault Irvin E. Dickinson	Raymer
GLENDALE	KIEV	870	250-D	Cannon System Ltd. 102 No. Glendale Ave. Citrus 1-1133	....	David H. Cannon L. W. Peters L. W. Peters	Lee M. MacArthur Jr. .... John Tutt	Biddick
LONG BEACH	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Adams & Adams Biddick
	KGER	1390	1,000 CP-5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41	....	C. Merwin Dobyns John A. Dobyns C. Merwin Dobyns John A. Dobyns	Helene Smith Don Alderman Jay Tapp	....
LOS ANGELES	KECA	790	5,000	Earle C. Anthony Inc. 141 No. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch E. D. Pederson Curtis W. Mason H. L. Blatterman	Free & Peters
	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 So. Mariposa Ave. Fitzroy 1231	....	Calvin J. Smith Calvin J. Smith Calvin J. Smith	Van Des Autels Calvin J. Smith Helmer W. Andersen	....
	KFI	640	50,000	Earle C. Anthony Inc. 141 No. Vermont Ave. Fairfax 2121	NBC-Red	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch E. D. Pederson H. L. Blatterman Curtis Mason	Petry
	*KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	....	Aimee Semple McPherson Dr. Giles Knight	Phil Kerr .... Myron Kluge	....
	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	J. Frank Burke J. Frank Burke F. J. Smalley Jr.	Howard Gray .... John Smithson	....
	KFWB	980	5,000	Warner Bros. Broadcasting Co. 5833 Fernwood Ave. Hempstead 5151	California	L. J. Halper Harry Maizlish Jack O. Gross	Manning Ostroff David Davidson Harry Myers	Rambeau
	KGFJ	1230	100	Ben S. McGlashan 1417 South Figueroa St. Prospect 2434	....	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Leon Wray H. Duke Hancock H. Duke Hancock	Cox & Tanz
	KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg	Van C. Newkirk Henry Gerstenkorn Frank Kennedy	Blair
	KMPC (Beverly Hills)	710	5,000-LS 1,000-N CP-10,000-U	KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Bradshaw 2-4411	CBS	G. A. Richards Robert O. Reynolds Walter B. Davison	Clete Roberts Walter B. Davison Lloyd C. Sigmon	Raymer
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahnenga Blvd. Hillside 1161	....	Victor E. Dalton Estate Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith
	KNX	1070	50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales
	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	....	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard Bell John Austin Driscoll Willis O. Freitag	McGillvra
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bcstrs. Inc. 519 E St. 2080	MBS Don Lee	Horace E. Thomas Harry E. Browne Paul McConnell	William Carberry S. Earl Wright John G. Gould	....
MERCED	KYOS	1080	250-D	Merced Broadcasting Co. Inc. G Street Grade 1430	MBS Don Lee	Hugh McClung David S. Ballou David S. Ballou	Mel D. Marshall Mel D. Marshall Erwin Dold	Grant, Pacific Coast
MODESTO	KTRB	860	250-D CP-1,000-U	KTRB Broadcasting Co. Inc. Box 593 774	....	William H. Bates Jr. William H. Bates Jr. Doug McCreary	Cecil Lynch Cecil Lynch Wayne Berthold	Biddick
MONTEREY	KDON	1240	250	Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul H. Caswell Howard V. Walters Howard V. Walters	J. W. Eliassen Ritchie Lovejoy Omer N. Wright	....
OAKLAND	KLS	1310	1,000	Warner Bros. 327 21st St. Highgate 1212	....	S. W. Warner E. N. Warner S. W. Warner S. W. Warner	Catherine deCosta F. Wellington Morse Russ Butler	....
	KLX	910	1,000	Tribune Building Co. Oakland	....	J. R. Knowland Jr. Charles Lloyd	....	Biddick
	KROW	960	1,000 CP-5,000	Educational Broadcasting Corp. 464 19th St. Glencourt 6774	....	Wesley I. Dumm Philip G. Lasky Philip G. Lasky	Keith Kerby Ad Fried R. V. Howard	Free & Peters

10,000 WATTS DIRECTIONAL*

KPASADENA

A BETTER BUY FOR SOUTHERN CALIFORNIA

Station KPAS truly gives you more for your advertising dollar. Here's why!

(1) POWER! *The latest type of directional equipment (First on the Pacific Seaboard) sends a strong, clear signal up and down the coast of Southern California. 10,000 WATTS effectively used to give a new kind of coverage. We're laying a signal equivalent to 35,000 WATTS directly across the Los Angeles market.

(2) BUYERS! KPAS blankets the richest market in the West. In the Pasadena area there are better than 200,000 listeners spending more than $110,000,000.00 yearly. We'd like to mention—140,000 Shipyard and Aircraft workers earn salaries totaling $29,677,600.00 monthly!

Add to this the rest of the Coast Market, including Los Angeles County with its nearly THREE Million population, spending THREE PER CENT of the Nation's wealth.

(3) LOW RATES! Check our rate card! Anyway you figure it—in size of market or watts per dollar—KPAS is a REAL buy for Southern California. Write or wire for time reservations today!

SERVING THE RICHEST MARKET PER CAPITA IN THE WEST

KPAS

AROUND THE CLOCK
11
10
KPAS
11-10 ON YOUR DIAL

PACIFIC COAST BROADCASTING COMPANY • STUDIOS AND OFFICES IN THE HUNTINGTON HOTEL, PASADENA, CALIFORNIA

J. FRANK BURKE, *President* • LOYAL K. KING, *General Manager* • JOHN L. AKERMAN, *Commercial Manager*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PASADENA.........	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 So. Oak Knoll Sycamore 3-6121	....	J. Frank Burke Loyal K. King John L. Akerman	C. H. Leinhaas John L. Akerman J. A. Smithson	....
	*KPPC	1240 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	S. B. Marston C. Franklin Ward	Leon Hall .... N. Vincent Parsons	....
	KWKW (Construction Permit)	1430	1,000-D	Southern Calif. Broadcasting Co. 1010 E. Green St. Sycamore 3-5879	....	Marshall S. Neal Marshall S. Neal	....	....
REDDING..........	KVCV	1230	250	Golden Empire Bcstg. Co. Redding 1646	MBS	Hugh McClung Ralph R. Bryan Karl F. Kreuger	Frank Johnstone Orville Burda Rus Pope	Grant, Pacific Coast
RIVERSIDE.........	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	....	W. L. Gleeson W. L. Gleeson H. A. Polite	Barton Bachmann H. A. Polite Norman Dewes	....
SACRAMENTO......	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	Blue California	Guy C. Hamilton Howard Lane Leo O. Ricketts	George Breece R. L. McDowell Norman D. Webster	Raymer
	KROY	1240	100	Royal Miller Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Will Thompson Jr. D. E. Lundy	Garland Schuler Rex Bowen Milton Cooper	McGillvra Biddick
SAN BERNARDINO..	KFXM	1240 ST-KPPC	250	Lee Bros. Broadcasting Co. California Hotel 4-761	MBS Don Lee	J. C. & E. W. Lee George A. Burns Maury Vroman	C. Lowell Smith Bill Thompson Richard Sampson	Blair
SAN DIEGO........	KFMB	1450	250	Worcester Broadcasting Corp. Pacific Square Main 2114	....	Warren B. Worcester Warren B. Worcester Fred Heitfeld	Joe Walters .... Leslie G. Hewitt	Griffith
	KFSD	600	1,000 CP-5,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	Blue California	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer
	KGB	1360	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee Sidney W. Fuller Daniel J. Donnelly	James Dillon Sidney W. Fuller Vern Milton	Blair
SAN FRANCISCO....	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Ward D. Ingrim	Ben Harkins B. A. Rippey J. J. McArdle	Blair
	KGO	810	7,500	General Electric Co. Taylor & O'Farrell Sts. Sutter 1920	Blue	General Electric Co. A. E. Nelson W. B. Ryan	Glenn Dolberg J. Gilbert Paltridge Curtis Peck	....
	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	....	Ralph R. Brunton E. P. Franklin E. P. Franklin	Ross Snyder Harry H. Wickersham George Evans	McGillvra Rambeau Griffith, Pacific Coast
	KPO	680	50,000	National Broadcasting Co. Inc. Taylor & O'Farrell Sts. Sutter 1920	NBC-Red	National Bcstg. Co. Inc. A. E. Nelson W. B. Ryan	Glenn Dolberg J. Gilbert Paltridge Curtis Peck	NBC
	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	California	S. H. Patterson Lou Keplinger Lou Keplinger	Jack Patten Vic Paulsen Mel Williams	Radio Advertising
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700	....	W. I. Dumm Lincoln Dellar H. J. Tyler	R. W. Dumm Isabel Goldthwaite Royal V. Howard	Petry
	KYA	1260	5,000-LS 1,000-N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	....	Hearst Radio Inc. Harold H. Meyer Harold H. Meyer	Dean Stewart J. Clarence Myers Paul C. Schulz	International
SAN JOSE..........	KQW	740	5,000	Pacific Agricultural Foundation San Jose	CBS	Ralph L. Brunton C. L. McCarthy	....	....
SAN LUIS OBISPO..	KVEC	1230	250	The Valley Electric Co. 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Aram Rejebian	Aram Rejebian Les Hacker Earle Travis	Blair
SANTA ANA........	KVOE	1490	250	The Voice of the Orange Empire, Inc. Ltd. 307 No Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Puck Wendling	Wallace S. Wiggins Jim Lyons Wallace S. Wiggins	Blair
SANTA BARBARA...	KDB	1490	250	Santa Barbara Broadcasters Ltd. 15 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee D. J. Donnelly Jack Temple	Jack Temple .... William Crabbe	Blair
	KTMS	1250	1,000	News-Press Radio Station KTMS De la Guerra Plaza 6111	Blue California	Thomas M. Storke Charles A. Storke Lou Kroeck	Kenneth Peters .... Homer Gaudreau	Raymer
SANTA ROSA	KSRO	1350	1,000	E. L. Finley Press Democrat Bldg. 110	....	E. L. Finley Wilt Gunzendorfer Wilt Gunzendorfer	Gordon Brown Wilt Gunzendorfer Howard McCauley	Biddick
STOCKTON.........	KGDM	1130	1,000-D	E. F. Peffer 40 So. California 4-4551	....	E. F. Peffer E. Smith E. Smith	Don Ralph	....
	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue California	Guy C. Hamilton George Ross George Ross	Nelda Ormiston .... Russell Bennett	Raymer
VISALIA...........	KTKC	920 CP-940	1,000 CP-5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue MBS Don-Lee	Charles A. Whitmore Charles P. Scott Stanley Simpson	Charles Foll Charles Foll Bert Williamson	Biddick
WATSONVILLE.....	KHUB	1340	250	John P. Scripps Box 349 1700	....	John P. Scripps E. H. Calder George Barringer	Bill Geimann E. H. Calder Fred Clapp	Biddick

POPULARITY—RESULTS—SERVICE

KYA

SAN FRANCISCO

Ask Anyone —

5000 Watts Day
1000 Watts Night
1260 KC.

or in

NEW YORK • CHICAGO • LOS ANGELES
INTERNATIONAL RADIO SALES

•

SAN FRANCISCO

KYA Manager, *Harold H. Meyer* · **Hearst Building**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA..........	KGIW	1450 SH-KIDW	100	E. L. Allen Alamosa	....	E. L. Allen	....	....
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Dudley Tichenor Dudley Tichenor	.... H. C. Strang	Katz
DENVER............	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Frank Bishop Holly Moyer	Don McCaig Holly Moyer C. L. Hastings	Blair
	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller Jr.	Derby Sproul Elmer Fondren Harvey Wehrman	Katz
	KMYR	1340	250	F. W. Meyer 1626 Stout St. Main 4161	....	F. W. Meyer F. W. Meyer Mark Schreiber	Patricia Burns Kidder A. G. Meyer Bob Lewis	Radio Advertising
	KOA	850	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC-Red	NBC-General Electric Lloyd E. Yoder James R. MacPherson	Clarence C. Moore James R. MacPherson Robert H. Owen	NBC
	*KPOF	910 ST-KFKA	1,000	Pillar of Fire Denver	....	Bishop Alma White	....	....
	KVOD	630	1,000 CP-5,000	Colorado Radio Corp. Denver	Blue	W. D. Pyle	....	Weed
DURANGO..........	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	....	J. W. Turner Raymond M. Beckner Ray Beckner	Raymond M. Beckner	....
GRAND JUNCTION..	KFXJ	1230 CP-920	250 CP-1,000-LS 500-N	Western Slope Broadcasting Co. La Court Hotel 126	MBS	Rex Howell Chas. Howell Rex Howell Rex Howell	Mildred Fuller Bruce Izzacson Noel Vaughn	....
GREELEY...........	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green Francis Price Francis Price	Dorothy MacClary .... George Pogue	Walker
LA JUNTA..........	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	....	Leonard E. Wilson Leonard E. Wilson Francis Malouff	Helen Roberts Francis Malouff Jack Lund	....
LAMAR.............	KIDW	1450 SH-KGIW	100	Lamar Broadcasting Co. Lamar	....	W. G. Brown	....	....
PUEBLO............	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	NBC	Curtis P. Ritchie J. H. McGill Maxson Bevens	Fred Amos Maxson Bevens Phil Gundy	Wilson
STERLING..........	KGEK	1230-SH	100	Elmer G. Beehler Sterling	....	Elmer G. Beehler Elmer G. Beehler	....	....

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT......	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	Blue MBS Yankee Colonial	John Shepard 3rd Joseph Lopez Norman Whittaker	Florence Ballou James S. Powers F. Carlton McVarish G. Keich	Petry
	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	....	Harold Thomas Levon Thomas Levon Thomas	James Parker Ken Thomas Garo Ray	....
HARTFORD.........	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer
	WTHT	1230	250	Hartford Times 983 Main St. 2-0237	MBS Colonial	Gannett Newspapers C. Glover DeLaney C. Glover DeLaney	Frederick Bieber J. Thomas Mathers Richard K. Blackburn	McKinney
	WTIC	1080	50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC-Red Yankee	Travelers Insurance Co. Paul W. Morency Walter Johnson	Thomas C. McCray J. F. Clancy Herman D. Taylor	Weed
NEW BRITAIN......	WNBC	1410	5,000-LS 1,000-N CP-5,000-U	State Broadcasting Corp. 54 Pratt St., Hartford Hartford 7-9131	Blue	Patrick J. Goode Richard W. Davis Laurence C. Edwardson	Ralph Kanna Ralph Kanna Rogers B. Holt	Headley-Reed Bannen
NEW HAVEN.......	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	MBS Colonial	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Rambeau
NEW LONDON.....	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Len W. Stevens Ivon B. Newman Walter J. Tucker Jr.	Burn-Smith
STAMFORD.........	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	....	Stephen R. Rintoul Slocum Chapin Slocum Chapin	Bill Voss Beverlee Bates John Rielly	....
WATERBURY.......	WATR	1320	1,000	WATR Co. Inc. 71 Grand St. 3-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker Earl Bohannan Garo Ray	....
	WBRY	1590	1,000 CP-5,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Murray L. Grossman	John Henry .... Frank Hales	McGillvra Bannan

XUM

THERE'S NOT ANOTHER LIKE IT!

As distinctive as a fingerprint is the service which WTIC renders to the people of Southern New England. Distinctive, too, is the manner in which the 2,600,000 listeners in this important industrial area rely upon WTIC's facilities for entertainment and information.

Wise national advertisers have found that this audience loyalty makes WTIC a natural advertising medium. So, you're missing a bet if your plans for Southern New England fail to include WTIC. There's not another like it!

WTIC

US 1

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON	WDEL	1150	1,000-LS 250-N CP-5,000-U	WDEL Inc. 920 King St. 7268	NBC-Red	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer
	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Carl Anthony Byron Millenson J. E. Mathiot	Raymer

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON	WINX	1340	250	Lawrence J. Heller 8th & Eye Sts., N.W. Republic 8000	....	Lawrence J. Heller Lawrence J. Heller P. L. Heller	.... Kay Ford Ralph E. Cannon Jr.	....
	WJSV	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Harry C. Butcher A. D. Willard Jr. William D. Murdock	Lloyd W. Dennis John W. Heiney Clyde M. Hunt	Radio Sales
	WMAL	630	5,000	M. A. Leese Radio Corp. 724 14th St., N.W. Republic 4000	Blue	Washington Evening Star Kenneth H. Berkeley John H. Dodge	{Carleton D. Smith {Fred Shawn Hugh Higgins A. E. Johnson	....
	WOL	1260	1,000	American Broadcasting Co. 1627 K. St., N.W. Metropolitan 0010	MBS	Helen S. Mark William B. Dolph James Fishback	Madeline Ensign Charles Zurhorst Harry Lyon	....
	WRC	980	5,000	National Broadcasting Co. Inc. 724 14th St., N.W. Republic 4000	NBC-Red	NBC-F. M. Russell Kenneth H. Berkeley John H. Dodge	{Carleton D. Smith {Fred Shawn Hugh Higgins A. E. Johnson	NBC
	WWDC	1450	250	Capitol Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	....	Stanley Horner Edwin M. Spence Edwin M. Spence	Norman Reed Norman Reed U. L. Lynch	Burn-Smith

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH	WMFJ	1450	250	Radio Station WMFJ 126½ Magnolia Ave. 91	Blue	W. Wright Esch Raymond Clancy W. M. Johns	Raymond Clancy .... James N. Jobes	Perry
DE LAND	WPER (Construction Permit)	1340	250	Tropical Broadcasting Co. De Land	....	Carl E. Raymond	....	....
FORT LAUDERDALE	WFTL	1400 CP-710	250 CP-10,000	Radio Station WFTL 2700 So. Andrews Ave. 1300	MBS	Ralph A. Horton R. M. Tigert R. M. Tigert	Glenn Saxton R. M. Tigert Joe L. Stewart	....
FORT MYERS	WFTM	1240	250	Fort Myers Broadcasting Co. 54 E. First St. 818	....	W. E. Benns Jr. W. E. Benns Jr. Mrs. W. E. Benns Sr.	Georgia Mary Clement	....
GAINESVILLE	WRUF	850 L-KOA	5,000	University of Florida Gainesville. Fla. 1000	MBS	State of Florida Garland Powell John L. Berry	Alvin Flanagan Jack Sheely Albert Moreno	Burn-Smith
JACKSONVILLE	WJAX	930	5,000-LS	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC-Red	City of Jacksonville John T. Hopkins III John T. Hopkins III	Evelyn Boote Harry Cole John T. Hopkins III	Blair
	WJDC (Construction Permit)	1270	5,000	Jacksonville Bcstg. Corp. Jacksonville	....	James R. Stockton	....	....
	WJHP	1320	250	The Metropolis Co. Box 846 5-7610	Blue MBS	John H. Perry H. G. Wells Jr. I. M. Koger	Jack Rathbun R. R. Powell Beecher Hayford	Perry
	WMBR	1400	250	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Charles M. Stone Glenn Marshall Jr. H. B. Greene	Raymer
LAKELAND	WLAK	1340	250	Lake Region Broadcasting Co. Inc. Shore Acres 2127	NBC-Red	Bradley R. Eidmann Bradley R. Eidmann Bradley R. Eidmann	Tom Mathews Priscilla Adair Roger Jenkins	Foreman
MIAMI	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC-Red	{D. J. Mahoney {J. M. Cox Jr. Arch H. Robb S. A. Vetter	Earle J. Pudney Frank Jaffe Milton C. Scott	Hollingbery
	WQAM	560	1,000 CP-5,000-LS	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred Mizer Fred Mizer	{Norman MacKay {Hazel McGuire Norman MacKay Ralph Nulsen	Blair
MIAMI BEACH	WKAT	1360	1,000	A. Frank Katzentine 1759 No. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr.	.... {Arthur P. Smith Jr. {Thomas Magee	International
OCALA	WTMC	1490	100	Ocala Broadcasting Co. Box 831 128	Blue	John T. Alsop Jr. Hal Davis Helen Davis	Lester Weil .... William P. Callahan	Perry

XUM

WFLA
COVERING FLORIDA'S WEST COAST
TAMPA
ST. PETERSBURG
NBC PROGRAMS
970 KC.
FULL TIME
JOHN BLAIR & CO.
National Representative
WFLA
FLORIDA'S RICHEST YEAR-ROUND MARKET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1942)

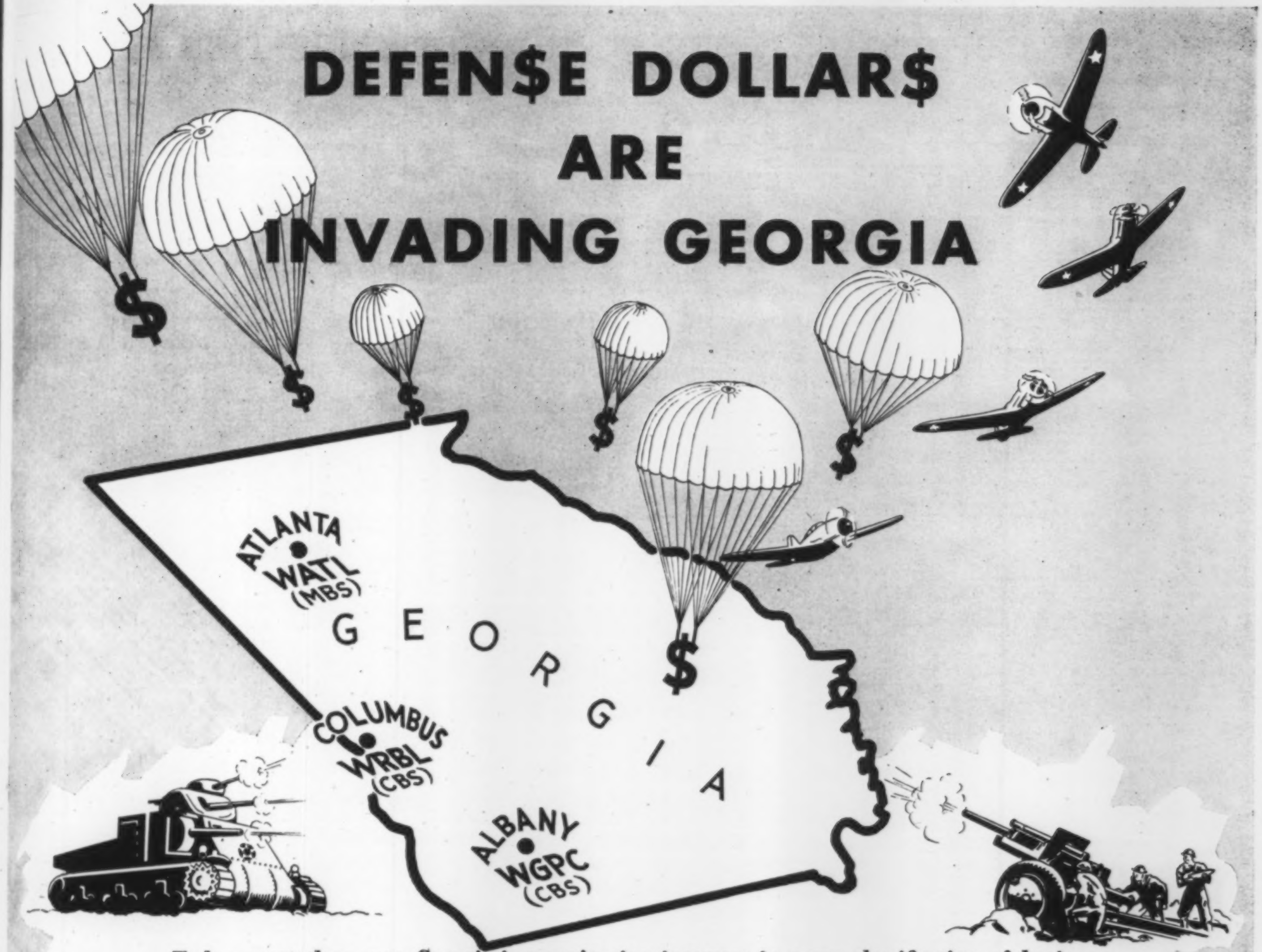
FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ORLANDO..........	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 No. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride J. M. Pedrick	W. G. McBride W. G. McBride J. E. Yarbrough	Raymer
	WLOF	1230	250	Hazlewood Inc. Box 1991 8163	Blue	George A. Hazlewood George A. Hazlewood	John Whitmore .... Russel Bennett	....
PANAMA CITY......	WDLP	1230	250-LS 100-N	Panama City Bcstg. Co. Inc. First & Mercer Sts. 777	....	Phillip A. Roll Braden Ball William J. Lofback	Theda Ball Edwin L. Pierce Floyd Steele	Perry
PENSACOLA........	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC-Red	John H. Perry Irving F. Welch Lyall Barnett	Virgil Evans Ray Rogers G. E. Mead	Perry
ST. AUGUSTINE....	WFOY	1240	250	Fountain of Youth Broadcasting Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. Glenn Marshall Jr. John Cummins	Frankie Collyer John Cummins Pat Bernhard	....
ST. PETERSBURG...	WSUN	620	5,000	City of St. Petersburg Municipal Pier 4747	Blue	City of St. Petersburg Louis J. Link Jerry A. Wigley	Howard Donahoe Jerry Whittington Tom Herrin	Weed
	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. 35th Ave. & 4th St. No. 8108	MBS	Nelson P. Poynter Bob Wilbur Bob Wilbur	Coburn Gum .... Marion Gulick	McGillvra
SARASOTA.........	WSPB	1450	250	WSPB Inc. Sarasota 2541	....	Frank S. Lane Frank S. Lane Ken Flenniken	Bill Wilson .... J. A. Buning	....
TALLAHASSEE......	WTAL	1340	250-LS 100-N	Florida Capitol Broadcasters Inc. Thomasville Highway 2160	....	Gilbert Freeman William C. Wyatt Hugh S. Potts	Mary Charles Fendley William C. Wyatt William A. Snowden	Adams & Adams
TAMPA.............	WDAE	1250	5,000	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William Pharr Moore	Katz
	WFLA	970	5,000-LS 1,000-N	The Tribune Co. Seminole Bldg. H-1828	NBC-Red	S. E. Thomason Truman Green W. Walter Tison Bert Arnold	Paul Jones Rinhold Rogers Joe H. Mitchell	Blair
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Marshall Heminway Stephen P. Willis Fred H. Ford	Vernon Crawford Frank Hagan John K. Moore	Weed
	WWPG	1340	250	Lake Worth Bcstg. Corp. Lake Worth	MBS	Charles E. Davis H. W. Wilson Ben Decker	.... William Malone	Burn-Smith

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY............	WALB	1590	1,000	Herald Broadcasting Co. Inc. Albany 1590	MBS	H. T. McIntosh Edward J. Lord Edward J. Lord	C. Perot Whiting Edward J. Lord Noel Martin	Burn-Smith
	WGPC	1450	250	Albany Broadcasting Co. Inc. 125½ No. Jackson St. 1370	CBS Georgia	J. W. Woodruff Sr. A. T. Spies A. T. Spies	Jesse F. Teasley Jr. Marvin Cohn Lorig George W. Fariss	International
ATHENS............	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Road 1741	....	C. A. Rowland Melvin C. Gorman Melvin C. Gorman	Bill Evans Melvin C. Gorman Melvin C. Gorman	....
ATLANTA...........	WAGA	1480 CP-590	1,000-LS 500-N CP-5,000-U	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	Blue	George B. Storer Don Ioset Maurice Coleman	Lee Bennett Don Ioset Cliff Hanson	Blair
	WATL	1400	250	Atlanta Broadcasting Co. 26 Cain St. Walnut 4377	MBS Georgia	J. W. Woodruff J. M. Comer Jr. Richard T. Allen	Loren L. Watson Jr. Jacquelyn Jones J. M. Comer Jr.	International
	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Sam Pickard C. H. Calhoun C. H. Calhoun	John Fulton	Katz
	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC-Red	James M. Cox Jr. J. Leonard Reinsch John M. Outler Jr.	Roy A. McMillan Marcus Bartlett Lorin S. Myers C. F. Daugherty	Petry
AUGUSTA...........	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua Walter R. Link	John Lindsay J. B. Fuqua Jack Joplin	Headley-Reed
	WRDW	1490 CP-1480	250 CP-5,000	Augusta Broadcasting Co. 10th & Broad Sts. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	Louis T. Rigdon Charles H. Pointel Jr. Harvey Aderhold	Burn-Smith
BRUNSWICK........	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	....	Mrs. Alma W. King Kenneth E. White Kenneth E. White	Thomas S. Gilchrist .... Robert M. Henley	....
CEDARTOWN.......	WGAA	1340	250	Northwest Georgia Bcstg. Co. West Theatre Bldg. 777	....	O. C. Lam R. W. Rounsaville R. W. Rounsaville	Bill Shannon R. W. Rounsaville Denzil Pulley	Cox & Tanz
COLUMBUS.........	WRBL	1230	250	Columbus Broadcasting Co. Inc. 1420 Second Ave. 4300	CBS Georgia	J. W. Woodruff James A. Davenport W. S. Massie	James A. Davenport Jack Gibney W. T. Siddle	International

DEFEN$E DOLLAR$ ARE INVADING GEORGIA



Today, more than ever, Georgia is experiencing increases in every classification of business, payrolls, retail sales, building . . . increases from 30% and more over last year. In military establishments, Georgia leads the country. Atlanta, Columbus and Albany all are invaded by defense dollars, with resulting marked increases in general business activity. You cover these rich Georgia markets thoroughly with WATL, WRBL and WGPC.

ATLANTA

Served by WATL (MBS)

Metropolitan area population up from 442,294 (1940 Census) to 471,000. Cobb County airport a $400,000 project. $700,000 enlargement of Candler Field, Atlanta's main airport. Nearby army depot currently with 1300 employees, increases to 5000. Fort McPherson, reception center, up from 600 to 1900. 55,000 manufacturing workers (20.2% above year ago). Payrolls up 30%. 10,000 new telephones in service. Large military payroll. 98,710 radio homes, 134,972 families, 516,564 people.

COLUMBUS

Served by WRBL (CBS)

With a total coverage area of 522,175, WRBL covers 121,000 radio families and 63,000 homes. Fort Benning, adjacent to Columbus, has a larger officer personnel than any other post in the country . . . monthly payroll is $4,000,000 . . . its thousands of officers and men trade almost exclusively in Columbus. Over $16,000,000 has been spent in construction work for Fort Benning, a bonus factor to be considered in addition to the WRBL area $80,000,000 retail sales.

ALBANY

Served by WGPC (CBS)

Population up about 5000 since 1940, giving WGPC a potential 236,682 audience. Two flying fields . . . one with complement of 630, other with projected strength of 4700 . . . total field cost $4,500,000. More than 200 defense housing units just completed or planned . . . 6000 new jobs. Retail sales in Albany area now approximate $20,000,000 yearly. Department store sales up 25%. Motor traffic up 33-1/3%. WGPC primary area has 25,540 radio homes, 56,334 families.

Represented by INTERNATIONAL RADIO SALES

WATL
ATLANTA

WRBL
COLUMBUS

WGPC
ALBANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CORDELE	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Cordele 666	....	John W. Greer James S. Rivers Gaines Brewster	Willard Belote James S. Rivers Clayton Lee	....
DALTON	WBLJ	1230	250	Dalton Broadcasting Corp. Kenemer Bldg. 684	MBS	H. C. Kenemer Don Spencer Don Spencer	Gaylord McPherson .... W. C. Roberts	Cox & Tanz
GAINESVILLE	WGGA	1240	250	Gainesville Broadcasters Box 334 1600	....	Henry H. Estes Charles A. Smithgall Jr. Charles A. Smithgall Jr.	Edward R. Godfrey Haywood Pearce III L. H. Christian	....
GRIFFIN	WKEU	1450	100-D CP-100-U	Radio Station WKEU Griffin	....	A. W. Marshall Sr.	....	Sears & Ayer
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome St. 1700	....	Roy C. Swank Edwin Mullinax Edwin Mullinax	John Boggess Edwin Mullinax J. A. Hudson	....
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank & Trust Co. Bldg. 2728	MBS	E. D. Black {Robert R. Feagin {Chas. W. Pittman Alfred Lowe	Mary Hester Richardson William Doster David Bain	International
	WMAZ	940	5,000-LS 1,000-LS, Albuquerque 250-N CP-5,000-U	Southeastern Broadcasting Co. Inc. 606 Cherry St. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Allie Williams Wilton E. Cobb George P. Rankin Jr.	Katz
MOULTRIE	WMGA	1400	250	Radio Station WMGA Box 310 999	....	Frank R. Pidcock Sr. John F. Pidcock Jack Murray	Jackie Stringfellow .... James M. Wilder	....
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	....	John W. Quarles Happy Quarles Mather Payne	Jimmy Kirby Price Selby R. L. Starr	....
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC-Red	Arthur Lucas Harben Daniel N. W. Brandon	Ganus Scarborough N. W. Brandon Meredith E. Thompson	Hollingbery
	WTOC	1290	5,000-LS 1,000-N CP-5,000-U	Savannah Broadcasting Co. Inc. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. {G. S. Brown {Ben B. Williams	Weldon Herrin William B. Smart James R. Donovan	Katz
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	....	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton .... James W. Poole	....
TOCCOA	WRLC	1450	250	R. G. LeTourneau 1200 Prather Bridge Rd. 1751	....	R. G. LeTourneau Herbert Georges Harold Marler	Virgle E. Craig Harold Marler H. C. Lindahl	....
VALDOSTA	WGOV	1450	250	E. D. Rivers Valdosta 1420	....	E. D. Rivers J. J. Mangham Jr. J. J. Mangham Jr.	Marion Harmon Marion Harmon L. C. McCall	Associated
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	....	Jack Williams John J. Tobola Jack Harder	Jack Helmken Jack Harder John J. Tobola	....
WEST POINT	WDAK	1340	250	Valley Broadcasting Co. West Point	MBS	Partnership	....	....

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOISE	KIDO	1380	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise Bldg. 660	NBC	{C. G. Phillips {Frank Hill C. G. Phillips Boyd Braithwaite	Billy Phillips Clete Lee H. W. Toedtemeier	Blair
IDAHO FALLS	KID	1350	5,000-LS 500-N	KID Broadcasting Co. Idaho Falls	....	Jack W. Duckworth Jack W. Duckworth	....	Griffith
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	....	H. E. Studebaker Donald A. Wike Roderic A. Klise	....	....
NAMPA	KFXD	1230	250	Frank E. Hurt 1024 12th Ave. So. 1200	....	Frank E. Hurt Frank E. Hurt Doyle Cain	Elaine Fisher Doyle Cain Eddie Hurt	Biddick
POCATELLO	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher	Walker Griffith
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. Radio Bldg. 2400	NBC	O. P. Soule John Gardner John Gardner	Florence Gardner John Gardner Ver Cox	Walker Griffith
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Wallace 330	....	Dr. J. R. Binyon R. G. Binyon R. G. Binyon	Howard Olson R. G. Binyon W. M. Bruner	....

★ ★

"THE VOICE OF THE SOUTH"

today . . . more than ever before
. . . is pledged to operation

★ **IN THE** ★
PUBLIC INTEREST

A Greater Audience!
A Greater Opportunity!
A Greater Service!

FOR
MERITORIOUS
SERVICE

WSB

ATLANTA, GEORGIA

Licensed March 15, 1922

750 KC.- 50,000 WATTS

National Representatives , **EDWARD PETRY & CO., INC.**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 So. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Mary Louise Brown Vincent G. Cofey Leo Burch	....
BLOOMINGTON	WJBC	1230	250	A. M. & D. C. McGregor and H. L. Gately 209 E. Washington St. 535	....	Partnership A. M. McGregor Hugh L. Gately	Don Glasgow .... Ted Bailey	International
CAIRO	WKRO	1490	250	Oscar C. Hirsch Cairo	....	Oscar L. Hirsch Oscar L. Hirsch	....	Pearson
CARTHAGE	WCAZ	1080	250-D	Superior Bcstg. Service Inc. Marine Trust Co. Bldg. 520	....	Bob Compton John Palmer	Antoinette Palmer	....
CHAMPAIGN	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	....	Helen M. Stevick Mrs. M. S. Dyess Frank R. Mills	Mrs. M. S. Dyess Frank R. Mills	Sears & Ayer
CHICAGO	WAAF	950	1,000-D	Chicago Daily Drovers Journal Palmer House Randolph 1932	....	Ward A. Neff William E. Hutchinson	Leland Gillette Walter Beadell Carl Uhlrich	Hollingbery
	WAIT	820 L-LS, Dallas	5,000	WCBD Inc. 360 No. Michigan Ave. State 3077	....	Gene T. Dyer Joe Rudolph Herbert P. Sherman	E. M. Hinzman Peter Bradley Edward Jacker	Walker
	WBBM (Synchronizes at night with KFAB Lincoln Neb.)	780	50,000	Columbia Broadcasting System Inc. 410 No. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown King Park Frank B. Falknor	Radio Sales
	WCFL	1000	10,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	....	John Fitzpatrick Maynard F. Marquardt Melvin B. Wolens	George T. Case Melvin B. Wolens Maynard F. Marquardt	Katz
	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	....	Clinton R. White J. A. White J. A. White	.... Clinton R. White	Associated
	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	....	Emil Denemark Frank J. Kotnour Frank J. Kotnour	Ted E. Burklund Don F. Lavery Caleb C. Frisk	....
	WENR	890 ST-WLS	50,000	RCA Merchandise Mart Superior 8300	Blue	RCA E. R. Boroff Maurice M. Boyd	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	....
	WGES	1390	500 1,000-LS (Sun.) CP-5,000-U	Oak Leaves Bcstg. Station Inc. 14 No. Western Ave. Seeley 8066	....	H. J. Guyon Gene T. Dyer Arnold B. Hartley	Bob Miller Stan Corley George Busch	Forjoe
	WGN	720	50,000	WGN Inc. 441 No. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick Frank P. Schreiber William A. McGuineas	William A. Bacher Ben H. Berentson Carl J. Myers	WGN Raymer, Pacific Coast
	WIND (Gary, Ind.)	560	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave. Chicago 504 Broadway Gary Chicago: State 5466 Gary: 9191	....	Ralph L. Atlass Ralph L. Atlass John T. Carey	Riley Jackson .... George Maki	Foreman
	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 No. Michigan Ave. State 5466	....	Ralph L. Atlass Ralph L. Atlass Fred Harm	Al Hollender .... Walter Meyers	Raymer Biddick
	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder C. M. Freeman	Harold A. Safford Don E. Kelley Thomas L. Rowe	Blair
	WMAQ	670	50,000	National Broadcasting Co. Inc. Merchandise Mart Superior 8300	NBC-Red	NBC-Harry C. Kopf Harry C. Kopf Maurice M. Boyd	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	NBC
	*WMBI	1110 L-WBT, KFAB	5,000	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	....	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell Hitt A. P. Frye	....
	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Canal 9241	....	John A. Dyer John A. Dyer S. J. Shulman	Dean Remick R. L. Shelley William Shunk	Forjoe
CICERO	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Rd. Lawndale 8228	....	R. W. Hoffman Marie E. Clifford Marie E. Clifford	Marie E. Clifford .... George M. Ives Jr.	....
DANVILLE	WDAN	1490	250	Northwestern Pub. Co. Hotel Wolford Main 1700	....	Frank E. Gannett Francis A. Higgins Guy Kitchen	Cody Noble Ward White Theodore Magin	McKinney
DECATUR	WSOY	1340	250	Commodore Broadcasting Inc. 351 No. Main St. 5371	....	F. W. Schaub Merrill Lindsay Merrill Lindsay	Berne Enterline .... M. H. Stuckwish	Sears & Ayer
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bcstg. Co. Inc. Broadview Hotel Bridge 3424	....	Carlin S. French Wm. West Jr. Carlin S. French Carlin S. French	Harry Coleman Ralph Randall Thomas R. McLean	Sears & Ayer
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Main 4626	....	Howard A. Miller Howard A. Miller Rollin B. Laughner	Zala Lanphere .... Gerald P. Foster	Sears & Ayer
HARRISBURG	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	....	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate	....
HERRIN	WJPF	1340	250	Orville W. Lyerla Herrin 382	....	Orville W. Lyerla Charles R. Cook Charles R. Cook	Fred Reinhardt .... Lynton R. Lemond	Sears & Ayer

Things most typically
CHICAGO

"THIS IS
W-G-N—CHICAGO"

It is to W-G-N—the station with a "hometown" origin and viewpoint—that the Chicago and Middle Western radio listeners turn to first. *Consequently, W-G-N Delivers More Listeners to YOUR Program.*

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

THESE

BIG THREE

USE WJJD

RUBY CHEVROLET, INC...

(world's largest automobile dealer), has sponsored WJJD noon news since April, 1938. Current contract carries through 1942. *Use WJJD exclusive of other radio stations;*

SEARS ROEBUCK & CO...

(world's largest department store chain), buy 45-minutes each weekday; 1-hour Sundays on WJJD; *now use this station exclusively;*

THE WALGREEN COMPANY...

(world's largest drug chain), has sponsored WJJD baseball broadcasts in '39, '40, & '41. Has signed contract for 1942.

We offer you a 17-page to-the-point booklet, "Chicago as a Radio Buy"—containing factual information about the "best buy" in the Chicago Market. Sent upon request.

WJJD

"nation's largest independent station."

20,000 WATTS

●

230 N. MICHIGAN AVE.
Carbide & Carbon Bldg. (2nd Floor)
CHICAGO, ILL.
Telephone State 5466
PAUL H. RAYMER CO.
National Representatives

Ask Us--

for copy of recent Hooper-Holmes survey showing, W-I-N-D's "Symphonic Hour", 10 to 11 p.m., nightly, with 21% of Chicago's big radio audience;

Ask Us--

for facts about Centrella Pure Food Stores' programs with a "proof-of-purchase" record of $1,642,000 in retail sales at an advertising cost of *only ½ of 1 per cent;*

Ask Us--

for proof that W-I-N-D's program service plus its excellent signal strength throughout the entire Chicago Market delivers major station audiences at 1/5th or less major station costs.

●
5000 WATTS
●
560 KILOCYCLES
●
AFFILIATED WITH CBS
●

W-I-N-D

OFFICES AND STUDIOS
Gary & Chicago
NATIONAL SALES OFFICES
230 N. Michigan Ave., Chicago, Ill.
NATIONAL REPRESENTATIVE
The Foreman Company

MR. TIMEBUYER—YOU CANNOT AFFORD TO OVERLOOK ILLINOIS' 2nd RICHEST MARKET!

READ HOW TO CASH IN STRONG IN THE CAPITAL CITY OF ILLINOIS--SPRINGFIELD

SCORES of national advertisers have found a remarkably simple, yet incredibly successful way to tap this great Illinois market.

HOW do they do it? By using hard selling WCBS, the popular NBC-Blue station that blankets Springfield—with its huge state and county payrolls, steady year-round incomes. And too, WCBS covers Springfield's rich rural area—that tremendous farm buying power of central Illinois.

WHY do they do it? Because WCBS gives you all these big selling advantages. Look!

HERE'S WHAT YOU GET WITH WCBS

NOT ONLY up-to-the-minute studios. Latest technical equipment. Every facility for flawless selling service!

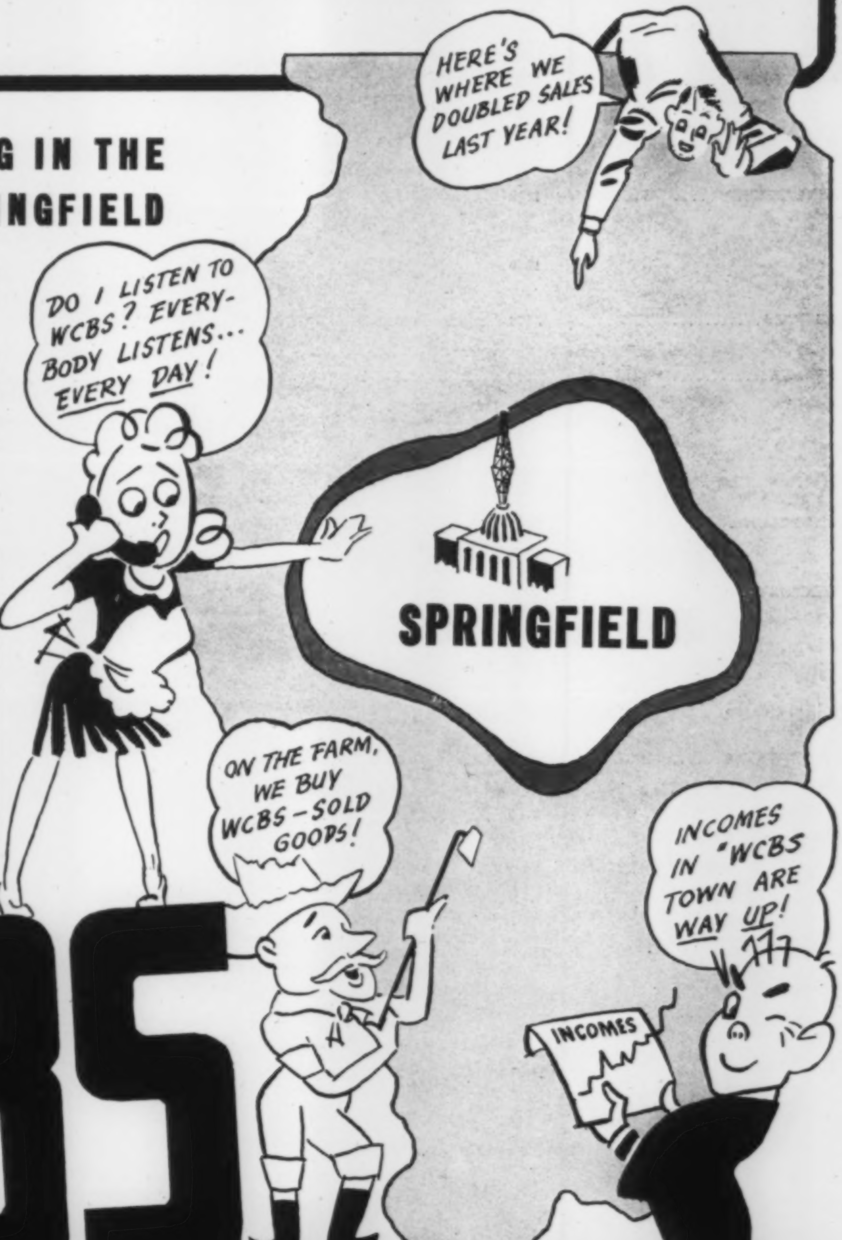
NOT ONLY a "direct wire" to the attention of 650,000—more than half a million consumers. A staggering state and county payroll. A tremendous farm bonanza!

NOT ONLY scores of outstanding programs that keep those fast-spending consumers tuned in to WCBS.

BUT ALSO a "live wire" merchandising system: Publicity aids! Movie trailers! Latest route lists! Window displays! Store promotions!

WHY NOT write, phone, or wire Sears & Ayer. No obligation, of course.

ASSOCIATED WITH ILLINOIS STATE JOURNAL


HERE'S WHERE WE DOUBLED SALES LAST YEAR!
DO I LISTEN TO WCBS? EVERYBODY LISTENS... EVERY DAY!
SPRINGFIELD
ON THE FARM, WE BUY WCBS-SOLD GOODS!
INCOMES IN "WCBS TOWN ARE WAY UP!
INCOMES

WCBS

Write, Phone, or Wire: **SEARS and AYER, INC., Representatives** New York Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1942)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
JACKSONVILLE	WLDS	1180	250-D	Stephenson Edge & Korsmeyer Fox Illinois Theatre Bldg.	....	Partnership Edgar Parsons Pat Halloran	.... Gerald Cassens	....
JOLIET	WCLS	1340	250	WCLS Inc. 7 E. Clinton St. 4761	....	Walter Ashe Robert M. Holt Frank Davis	James Mitchell Frank Davis Lester DeCosta	....
PEORIA	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	R. Brooks Watson C. Russell Ehresman T. A. Giles	Free & Peters
QUINCY	WTAD	930	1,000	Illinois Broadcasting Corp. 510 Maine St. Main 6200	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Jack Sexton C. Arthur Fifer Francis W. Wentura	Katz
ROCKFORD	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. 109 So. Water St. Main 5632	MBS	Ruth Hanna Simms Walter M. Koessler Walter M. Koessler	John J. Dixon William R. Traum T. C. Cameron	Headley-Reed
ROCK ISLAND	WHBF	1270	5,000	Rock Island Broadcasting Co. 1800 Third Ave. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	J. Woodrow Magnuson Ted Arnold R. J. Sinnett	Wilson
SPRINGFIELD	WCBS	1450	250	WCBS Inc. Radio Center 9855	Blue	H. L. Dewing, Pres. L. G. Pefferle, Secy. Jack Heintz Jack Heintz	.... Lyle Munson Richard L. Ashenfelter	Sears & Ayer
	WTAX	1240	100	WTAX Inc. Re'sch Bldg. 2-4441	....	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Jay A. Johnson .... Ed Ring	Foreman
TUSCOLA	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Clair B. Hull Clair B. Hull	Fran Booton Walter C. Schafer Mark Spies	Wilson
URBANA	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2616	....	Board of Trustees Joseph F. Wright	Frank E. Schooley .... Joseph F. Wright	....

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 234	....	L. M. Kennett R. E. Blossom L. M. Kennett John R. Atkinson	Lew Milton John R. Atkinson Roy Fulwider	Associated
ELKHART	WTRC	1340	250	Truth Publishing Co. Hotel Elkhart 948	....	C. D. Greenleaf R. R. Baker R. R. Baker	Paul Upson .... Kenneth Singleton	Burn-Smith
EVANSVILLE	WEOA	1400	250	Evansville On The Air Inc. 519 Vine St. 2-1171	CBS	Curtis Radiocasting Corp. Clarence Leich Guy R. Crecelius	Mrs. Pat F. Roper Clarence Leich John B. Caraway Jr.	Weed
	WGBF	1280	5,000-LS 1,000-N	Evansville On The Air Inc. 519 Vine St. 2-1171	NBC MBS	Curtis Radiocasting Corp. Clarence Leich Guy R. Crecelius	Mrs. Pat F. Roper Clarence Leich Fay Gehres	Weed
FORT WAYNE	WGL	1450	250	Westinghouse Radio Stations Inc. 925 So. Harrison St. Anthony 2136	NBC	Westinghouse E & M Co. J. B. Conley Frank V. Webb	Eldon Campbell Jack O'Mara Robert G. Duffield Jr.	NBC
	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 So. Harrison St. Anthony 2136	Blue	Westinghouse E & M Co. J. B. Conley Frank V. Webb	Eldon Campbell Jack O'Mara Robert G. Duffield Jr.	....
GARY	WIND	560	5,000	**(See Chicago, Ill.)**				
HAMMOND	WHIP	1520	5,000-D CP-5,000-U	Hammond-Calumet Bcstg. Corp. 165 No. Michigan Ave., Chicago Randolph 3727	....	Dr. George F. Courrier Doris Keane Robert E. Potter	Mark Love Robert E. Potter H. V. Fitzcharles	....
	WJOB	1230	100	O. E. Richardson, F. L. & R. C. Adair 449 State St. 9800	....	O. E. Richardson O. E. Richardson R. C. Adair	Randolph Bean Stanley Davis John Felthouse	Associated
INDIANAPOLIS	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner Sr. Lester W. Lindow Lester W. Lindow	Frank O. Sharp James Matheny Harold Holland	Katz
	WIBC	1070	5,000-LS 1,000-N	Indiana Broadcasting Corp. 350 No. Meridian St. Lincoln 2305	MBS	H. G. Wall H. G. Wall J. J. Flanigan	Jack Morrow .... Harry E. Adams	Raymer Wilson
	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC-Red	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Harry Skornia .... Eugene E. Alden	Hollingbery
	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell C. Bruce McConnell R. E. Bausman	Miles Reed Robert McConnell Stokes Gresham Jr.	Free & Peters
KOKOMO	WKMO	1400	250	Kokomo Broadcasting Corp. 400 No. Main St. 5171	....	Charles K. Boyajian Wilbur N. Nungesser Charles K. Boyajian	Bud Hibbs .... Wilbur N. Nungessor	Cox & Tanz
LAFAYETTE	WASK (Construction Permit)	1450	250	WFAM Inc. Lafayette	....	O. E. Richardson	....	....
	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music, Lafayette 6076	....	State of Indiana John Ditamore	Gilbert D. Williams .... Ralph Townsley	....

Beeyoutiful!

...BUT HOW ABOUT THOSE ARMS?

Indianapolis has what Venus lacks ... ARMS ... Armaments for Defense! *That's* why the nation's 20th city ranks *9th* in defense contract awards. *That's* why payrolls are 'way up ... A hundred million dollars NOW, with thirty NEW millions assured in early 1942. Sure, Indianapolis gets a big share of defense dollars ... and OTHER dollars, too, that come to one of America's most diversified industrial-rural markets.

Time buyers know **WIRE** *has the listeners*

First **IN LOCAL COMMERCIAL PROGRAM TIME**
(MORE THAN THE OTHER 3 STATIONS COMBINED)

First **IN NATIONAL SPOT PROGRAM TIME**
(MORE THAN THE OTHER 3 STATIONS COMBINED)

Need we say more?

WIRE

BASIC *NBC* RED • INDIANAPOLIS • 5000 WATTS DAY • NIGHT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

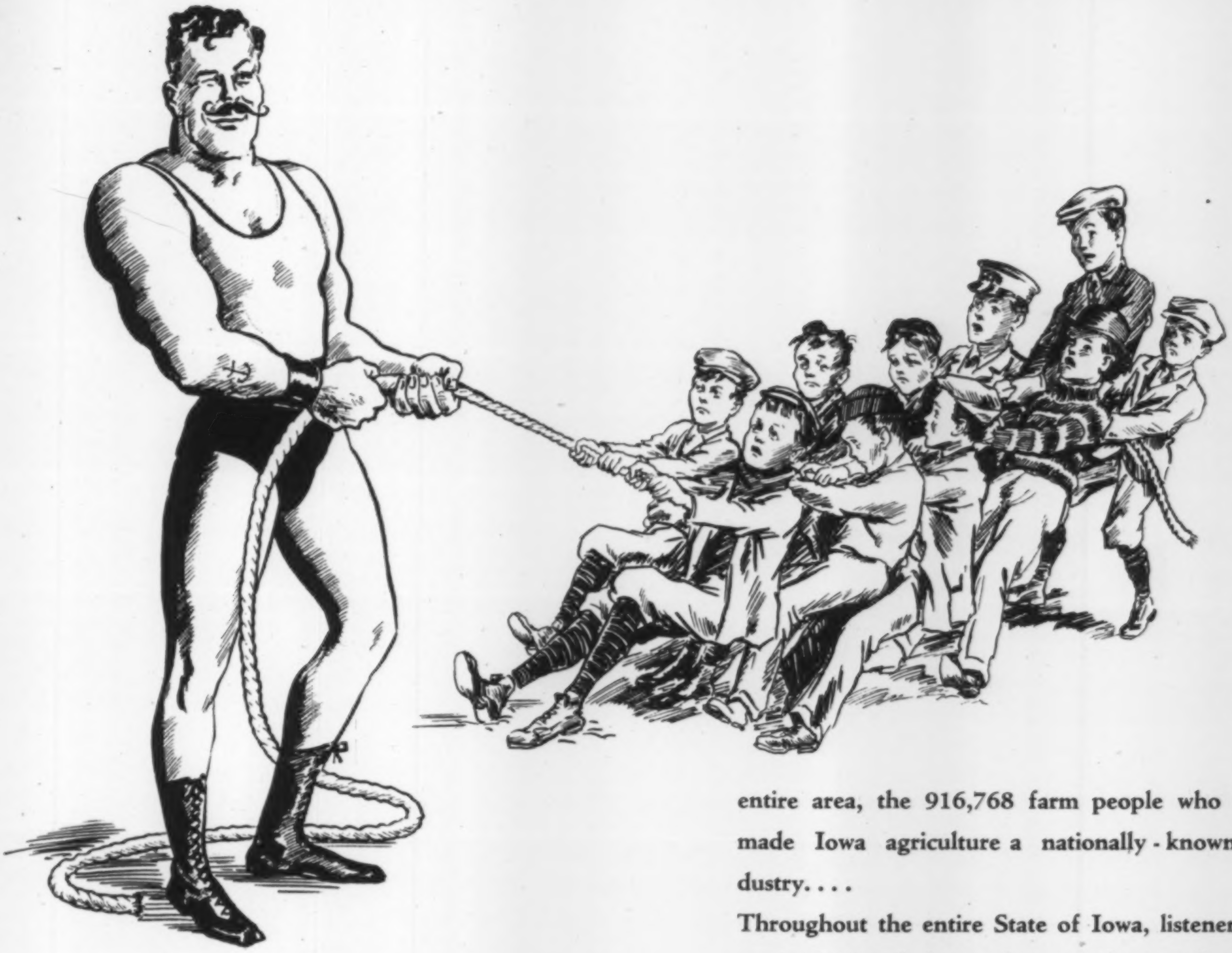
**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *STN—Shares Time Night.* *SH—Specified Hours.* *SHN—Specified Hours Night.*
LS—Local Sunset. *L—Limited Time with Dominant Station.* *SA—Special Authorization.* *U—Unlimited.* *CP—Construction Permit Issued.*
(Data corrected to January 1, 1942)

INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MUNCIE...........	WLBC	1340	250	Donald A. Burton State Road #21 4403	....	Donald A. Burton Donald A. Burton W. F. Craig	Carl Noble .... M. M. Crain	Forjoe
RICHMOND........	WKBV	1490	100	Knox Radio Corp. Richmond	....	William O. Knox	....	....
SOUTH BEND......	WSBT	960	500 CP-1,000	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. L. Barker R. H. Swintz H. G. Cole	Raymer
TERRE HAUTE.....	WBOW	1230	250	Banks of the Wabash Inc. 303 So. Sixth St. Crawford 3394	NBC	Clarence Leich Martin L. Leich George M. Jackson	Leo Baxter .... Robert Almon	Weed
VINCENNES........	WAOV	1450	250	Vincennes Newspapers Inc. Grand Hotel 787	....	Eugene C. Pulliam Howard N. Greenlee Lawrence O. Hammer	J. Frank Burger Lawrence O. Hammer Claude M. Harris Jr.	Hollingbery

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AMES...............	*WOI	640	5,000-D	Iowa State College of A. & M. Service Bldg 2500 Ex. 281	....	Charles E. Friley W. I. Griffith	W. I. Griffith Richard B. Hull L. L. Lewis	....
BOONE.............	*KFGQ	1260	250-D	Boone Biblical College Boone	....	Boone Biblical College	....	....
BURLINGTON......	KBUR	1490	250	Burlington Bcstg. Co. Burlington	....	Dan Riley Joe Du Mond	....	....
CEDAR RAPIDS.....	WMT	600	5,000	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids, 6127 Waterloo, 236	CBS MBS Cowles	Gardner Cowles Jr. Sumner D. Quarton William B. Quarton	Douglas B. Grant Don E. Inman Leo F. Cole Charles F. Quentin	Katz
CLINTON...........	KROS	1340	250	Clinton Broadcasting Co. Clinton	....	Peter Matzen Morgan Sexton	....	....
DAVENPORT.......	WOC	1450 CP-1420	250 CP-1,000	Tri-City Broadcasting Co. 1000 Brady St. 2-3521	Blue	Col. B. J. Palmer J. Buryl Lottridge L. O. Fitzgibbons	Neil C. Conklin .... Ray E. Stauffer	Free & Peters
DECORAH..........	*KWLC	1240	250-D	Luther College 600 Leif Eiriksson Dr. 690	....	O. J. Preus Robert Lee	Robert Lee .... O. M. Eittreim	....
DES MOINES.......	KRNT	1350	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Cowles CBS	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul Huntsinger	Katz
	KSO	1460	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Blue MBS Cowles	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton P. A. Loyet	Free & Peters
DUBUQUE..........	KDTH	1370	1,000	Telegraph Herald 8th & Bluff Sts. 1603	MBS	F. W. Woodward K. S. Gordon W. J. Binkley	Paul F. Skinner K. S. Gordon Stanley A. Beck	Pearson
	WKBB	1490	250	Sanders Bros. Radio Station Julien Hotel 572	Blue	Walter E. Klauer James D. Carpenter James D. Carpenter	Gleason Kistler James D. Carpenter Len Carlson	International
FORT DODGE......	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS	Edward Breen Edward Breen Edward Breen	Robert Carson Edward Breen J. H. Duncan	....
IOWA CITY.........	*WSUI	910	5,000-LS 1,000-N	State University of Iowa Iowa City 2111	....	State Univ. of Iowa Carl H. Menzer	Pearl Bennett Broxam .... S. J. Ebert	....
MARSHALLTOWN...	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	....	E. N. Peak E. N. Peak E. W. Thompson	O. L. Russell .... Eugene Peak	Adams & Adams
MASON CITY.......	KGLO	1300	1,000	Mason City Globe Gazette Co. 200 No. Federal Ave. 2800	CBS	Lee P. Loomis F. C. Eighmey George Arnold Jr.	John J. Price Ken Kew Leo W. Born	Weed
OTTUMWA.........	KBIZ	1240	250	J. D. Falvey 117 E. Main St. 5600	....	J. D. Falvey J. D. Falvey Em Owen	Harry Grove Em Owen Wayne Hatchett	....
SHENANDOAH......	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 Sycamore 1	....	Henry Field John W. Nicolson Paul O. Brawner	Paul O. Brawner .... E. George Crocker	Reynolds-Fitzgerald
	KMA	960	5,000-LS 1,000-N	May Broadcasting Co. Lowell & Elm Sts. 192	Blue MBS	Earl E. May J. C. Rapp J. C. Rapp	Mott Johnson Owen Saddler Ray Schroeder	Free & Peters
SIOUX CITY........	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	Blue	W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty	Larry Coke .... Alvin H. Smith	Hollingbery



"EVEN TEN BOYS CAN'T DO A MAN'S JOB!"

● Far be it from us to ascribe all our many virtues and other sterling qualities to mere power alone! —but speaking of such, kindly take a look at the "Power in Watts" column on the opposite page. *It shows that WHO has more power, day and night, than all other stations in Iowa combined.* And in a big State like Iowa, it takes that kind of power to do an all-state job.

For Iowa IS big—300 miles wide and 200 miles deep . . . 60,000 square miles, containing 21 cities with populations of from 10,000 to 160,000 . . . 68 other good towns . . . and, thickly dotted over the entire area, the 916,768 farm people who have made Iowa agriculture a nationally-known industry. . . .

Throughout the entire State of Iowa, listeners report 46.4% of the total actual daytime listening with WHO as compared with 19.6% for all other Iowa commercial stations combined!* If you want to pull real results out here, don't "send a boy to do a man's work". Let us give you *all* the facts about Iowa listening habits. You'll be more than interested; you'll be *convinced about WHO.* Drop us a line—or just ask Free & Peters.

---

* Source: 1941 Iowa Radio Audience Survey.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

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IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SIOUX CITY— Continued	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS No. Central	Dietrich Dirks Dietrich Dirks Ray Jensen	Bill Warner Ray Jensen Carl McGee	Walker
SPENCER..........	KICD (Construction Permit)	1240	100	Iowa Great Lakes Bcstg. Co. Spencer	....	Robert G. Lexvold	....	....
WATERLOO	WMT	600	5,000	**(See Cedar Rapids, Ia.)**				

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ATCHISON.........	KVAK	1450	100	Carl Latenser Atchison	....	Carl Latenser	....	....
COFFEYVILLE......	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	MBS	Hugh J. Powell Melvin E. Drake Melvin E. Drake	John Richard Campbell Hugh J. Powell J. Sarto Jaminet	....
DODGE CITY.......	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Dodge City 1340	....	J. C. Denious N. C. Petersen Vaughn Kimball	Herschel Holland Vaughn Kimball Ralph Hickman	Hagg
EMPORIA..........	KTSW	1400	250	Emporia Broadcasting Co. Inc. Broadview Hotel 153	MBS Kansas	S. B. Warren J. Nelson Rupard Larry Simms	.... Harold E. Tate	Sears & Ayer
GARDEN CITY......	KIUL	1240	100	Garden City Broadcasting Co. 404 No. Main 666	....	F. D. Conard Al Pyatt Al Pyatt	.... W. N. Moore	....
GREAT BEND.......	KVGB	1400	250	Helen Townsley 2103 Forest Ave. 1080	Kansas MBS	Helen Townsley Clem Morgan Clem Morgan Milton Spece	Ray Beals .... Leo Legleiter	....
HUTCHINSON......	KWBW	1450	100 CP-250	Nation's Center Bcstg Co. Hutchinson	....	Stanley Marsh William Wyse	....	....
KANSAS CITY......	KCKN	1340	250	KCKN Broadcasting Co. 901 No 8th St. Drexel 4300	....	Capper Publ. W. A. Bailey Ellis Atteberry Richard O. Kay	John Drake Ruth Kendall C. E. Salzer	Capper
LAWRENCE.........	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence 190	....	Univ. of Kansas Harold G. Ingham	Harold G. Ingham	....
	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	Vernon H. Smith Verl Bratton Verl Bratton	.... John P. Bondeson Carl Bliesner	Hollingbery
MANHATTAN.......	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	....	F. D. Farrell H. Umberger	L. L. Longsdorf .... R. C. Dennison	....
PITTSBURG........	KOAM	810	1,000-D	Pittsburg Broadcasting Co. Inc. Commerce Bldg. 2165	NBC	E. V. Baxter R. E. Wade J. A. Schell	R. E. Wade J. A. Schell W. L. Brown	Walker
SALINA............	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	.... N. E. Vance Jr.	....
TOPEKA............	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	Capper Publ. Marco Morrow Ben Ludy Ben Ludy	.... Karl Troeglen	Capper Biddick
WICHITA...........	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Don Searle Jack Todd Jack Todd	Grenville Darling .... Ted Heithecker	Headley-Reed
	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bcstg. Corp. First & Market Sts. 2-1447	MBS	H. K. Lindsley Ray Linton Ray Linton	Ted Johnson Leo Howard K. W. Pyle	Wilson
	KFH	1330	5,000	KFH Radio Station Inc. York Rite Bldg. 3-5254	CBS	John Rigby Marcellus M. Murdock Plez Clark Clark A. Luther	Vernon Reed Clark A. Luther Amos Dadisman	Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHLAND..........	WCMI	1340	250	Ashland Broadcasting Co. Radio Block Main 3010	MBS Southern	Gilmore N. Nunn Warren G. Davis T. J. Carroll	Dallas Wyant Dallas Wyant Clarence Weaver	Perry
BOWLING GREEN..	WLBJ	1340	250	Bowling Green Bcstg. Co. Bowling Green	....	Lee B. Jenkins	....	....

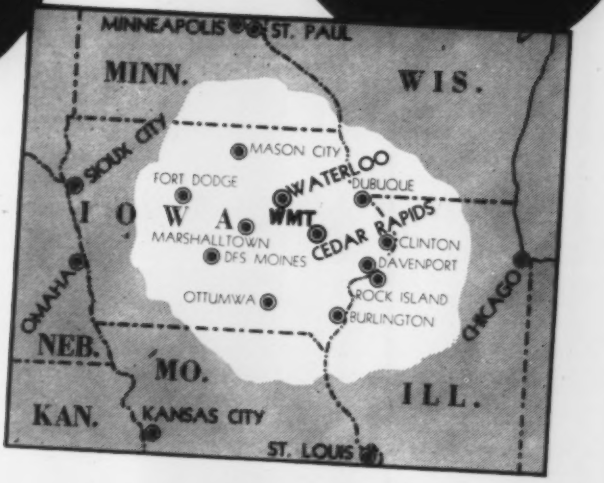
WMT

600 kc

Iowa's finest frequency

Gives you

- **The greatest daytime coverage, both primary and secondary, of any station in Iowa, regardless of power.**
- **50,000 watt coverage at 5,000 watt rates.**
- **The largest markets in Iowa and the Corn Country at one low cost.**


MINNEAPOLIS
ST. PAUL
MINN.
WIS.
SIOUX CITY
MASON CITY
FORT DODGE
WATERLOO
DUBUQUE
I O W A
WMT
CEDAR RAPIDS
MARSHALLTOWN
DES MOINES
CLINTON
DAVENPORT
OMAHA
OTTUMWA
ROCK ISLAND
BURLINGTON
CHICAGO
NEB.
MO.
ILL.
KAN.
KANSAS CITY
ST. LOUIS

And because Radio Station WMT is located in the center of concentration of the largest markets in Iowa, almost all of Iowa's industrial workers live in the WMT 0.5 millivolt area and 74% of them actually live in the WMT primary area. Money is flowing freely in the Corn Country now. Reach these markets and reap a greater return from your advertising dollars spent in the Middlewest by using WMT.

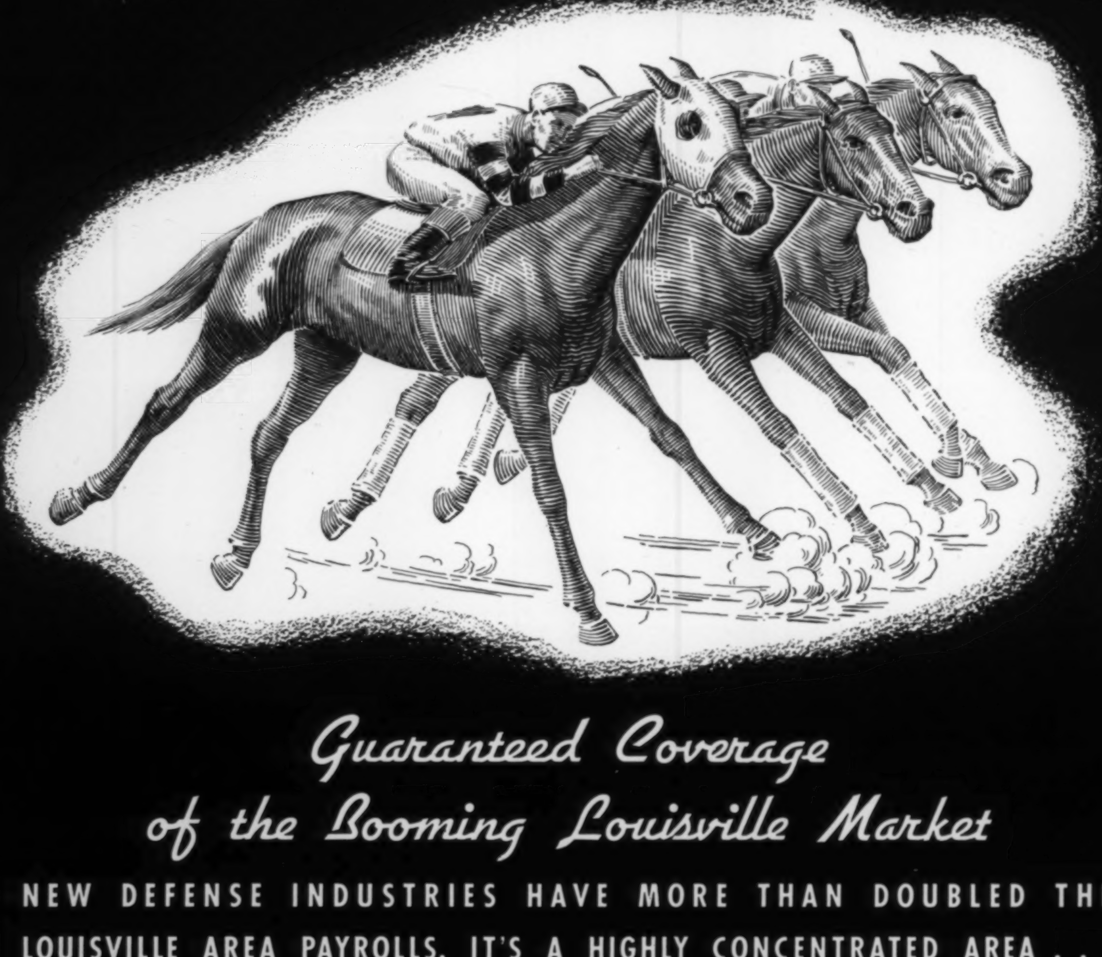
Cedar Rapids-Waterloo IOWA A Cowles Station

Basic Columbia Network • 5000 Watts Day & Night

Represented by the Katz Agency

WIN LOUISVILLE WITH . . .

WINN



Guaranteed Coverage of the Booming Louisville Market

NEW DEFENSE INDUSTRIES HAVE MORE THAN DOUBLED THE LOUISVILLE AREA PAYROLLS. IT'S A HIGHLY CONCENTRATED AREA . . . AND **WINN** GIVES YOU GUARANTEED COVERAGE OF THIS AREA

Chicago Representative: Sidney C. Warden, 30 N. La Salle St.

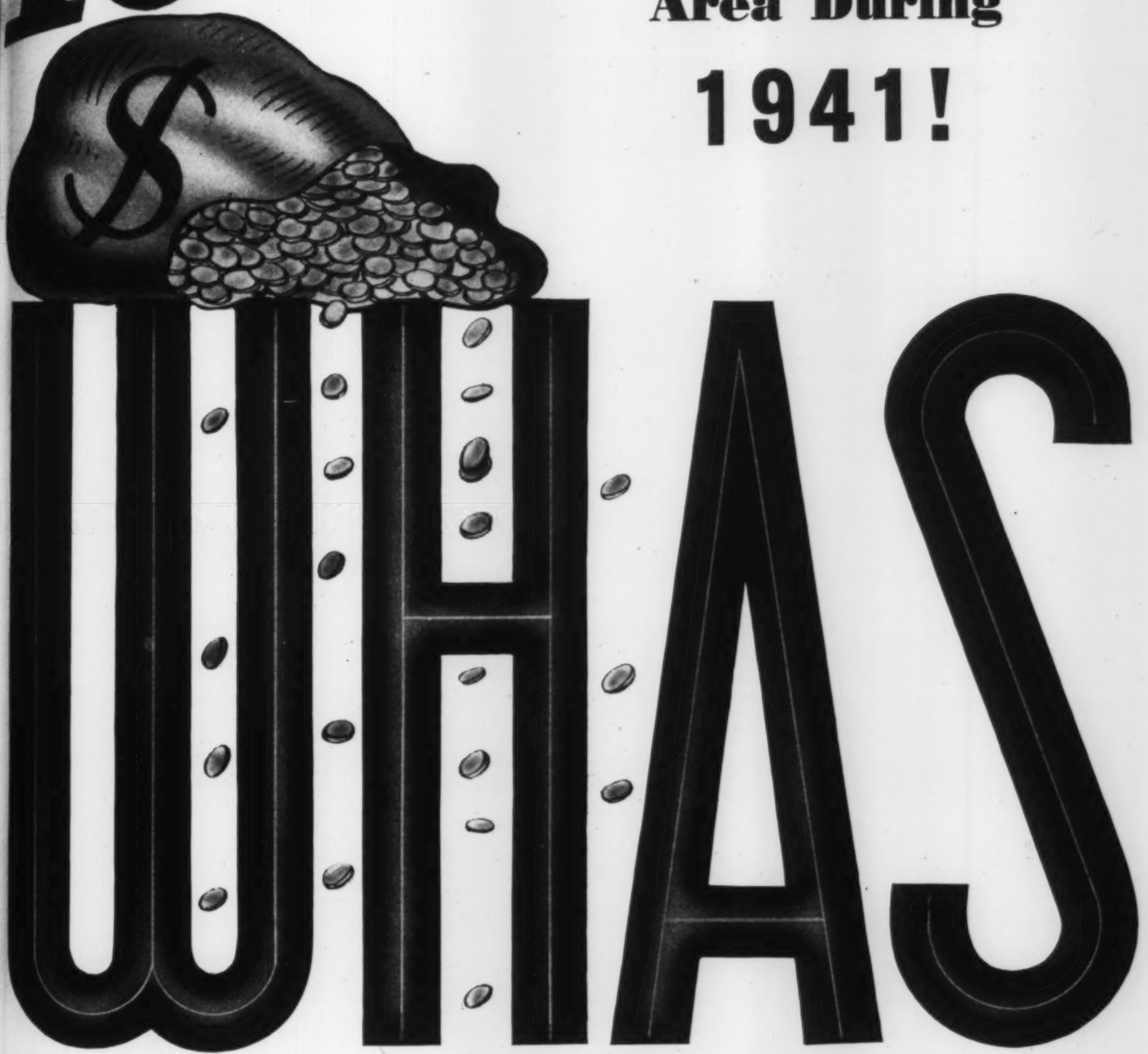
1240 KC • NBC BLUE

D. E. "Plug" Kendrick, PRESIDENT

105% PAYROLL INCREASE

In the LOUISVILLE Area During

1941!



WHAS

YOUR *Bonus* STATION

50,000 Watts • CBS • Cleared Channel

Nationally Represented By Edward Petry Co.

KENTUCKY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HARLAN	WHLN	1450	250	Blanfox Radio Co. Inc. So. Main St. 625	....	R. B. Helms R. B. Helms J. Francke Fox	Mark Williams R. B. Helms Max Cockley	....
HENDERSON	WSON	860	250–D	Paducah Broadcasting Co., Inc. Henderson	....	Pierce E. Lackey Hecht Lackey	....	Sears & Ayer
HOPKINSVILLE	WHOP	1230	250	Paducah Broadcasting Co. Inc. Princeton Pike 1025	....	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Bonnie Bessire F. Ernest Lackey B. A. Smith	Sears & Ayer
LEXINGTON	WLAP	1450	250	American Bcstg. Corp. of Ky. Radio Bldg. 1721	MBS	Gilmore N. Nunn Ted Grizzard J. E. Willis	Lowry Kohler Gilmore N. Nunn Sanford Helt	Perry
LOUISVILLE	WAVE	970	5,000	WAVE Inc. Preston St. & Broadway Wabash 6543	NBC-Red	George W. Norton Jr. Nathan Lord James F. Cox	George Patterson Ben Taylor Wilbur E. Hudson	Free & Peters
	WGRC (New Albany, Ind.)	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Louisville: Wabash 3343 New Albany: 480	MBS Southern	S. A. Cisler Jr. S. A. Cisler Jr. Howard J. Perry	David Wilburn Harry Hunter William Tharp	Burn-Smith Biddick
	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	G. Barry Bingham W. Lee Coulson Joe S. Eaton	Robert L. Kennett John S. Hoagland Orrin W. Towner	Petry
	WINK (Construction Permit)	1080	5,000–LS 1,000–N	Mid-America Broadcasting Corp. Louisville	....	Milton B. Trost	....	....
	WINN	1240	250–LS 100–N	Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 4126	Blue	D. E. Kendrick D. E. Kendrick G. F. Bauer	M. K. McCarten Harry L. Van Sant Alfred Rutherford	Griffith, West Coast
OWENSBORO	WOMI	1490	250	Owensboro Broadcasting Co. Owensboro	....	Lawrence W. Hager	....	....
PADUCAH	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	....	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims	Sears & Ayer

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA	KALB	1240	250	Alexandria Broadcasting Co. Inc. Alexandria	....	Walter H. Allen C. Edly Rogers	....	....
BATON ROUGE	WJBO	1150	5,000	Baton Rouge Broadcasting Co. Inc. 444 Florida St. 5271	Blue	Charles P. Manship Sr. H. Vernon Anderson J. Roy Dabadie	Ralph Sims .... Wilbur T. Golson	Hollingbery
LAFAYETTE	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 300 Jefferson St. 336	....	Morgan Murphy George H. Thomas R. A. Escudier	A. B. Craft L. Turner B. H. Bailey Jr.	....
LAKE CHARLES	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	....	T. B. Lanford C. R. Porter Frank Carroll	Walter Melson .... E. C. Moses	....
MONROE	KMLB	1230	250	Liner's Bcstg. Station Inc. Jackson & Harrison Sts. 4321	....	J. C. Liner Jr. J. C. Liner Jr. J. C. Liner Jr.	Melba Henry Liner Tommy May O. L. Morgan	....
NEW ORLEANS	WDSU	1280	1,000 CP-5,000	WDSU Inc. Hotel Monteleone Raymond 7135	Blue	J. H. Uhalt P. K. Ewing P. K. Ewing	Billy Elliott R. R. Hargis	Weed
	WJBW	1230	250	Chas. C Carlson New Orleans Franklin 0644	....	Charles C. Carlson Charles C. Carlson Charles C. Carlson	....	....
	WNOE	1450	250	WNOE Inc. St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Jon D. Duffy .... C. E. Davidson	....
	WSMB	1350	5,000	WSMB Inc 901 Canal St. Magnolia 5921	NBC-Red	E. V. Richards Harold Wheelahan T. J. Fontelieu	Bill Brengel T. J. Fontelieu H. G. Nebe	Petry
	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2191	CBS	Rev. P. A. Roy, S. J. W. H. Summerville W. H. Summerville	Henry Dupre Edward O'Dwyer J. D. Bloom Jr.	Katz
SHREVEPORT	KRMD	1340	250	Radio Station KRMD Inc. Box 1712 6171	....	R. M. Dean Glenn V. Wilson David Wilson	David Crockett Bill Switzer W. J. Wilkinson Jr.	....
	KTBS	1480	1,000	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC-Red	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham
	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham

WAVE AIN'T STRUCK WITH AWE (Ky.)!

You kin take our word for it, gents—the sales possibilities in Awe (Ky.) ain't nothin' awful! On the other hand is the booming Louisville Trading Area—where payrolls, for example, are up 100%—where a million and a quarter people make 54% of all retail purchases in the entire state! WAVE *completely* covers this milk-and-honey market—delivers your story *only* where it will do you some good! Make us prove it—send for the facts!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. - N. B. C. Basic Red

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1942)

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA..........	WRDO	1400	100	WRDO Inc. 175 Water St. 2285	NBC MBS Colonial Yankee	Adeline B. Rines Jack S. Atwood Jack S. Atwood	Harold Newcomb Walter Weightman Harold Dinsmore	Weed Bannan
BANGOR..........	WABI	910	250 CP-5,000	Community Bcstg. Service Inc. 57 State St. 6446	CBS	Fred B. Simpson Alec Robertson Rudolph O. Marcoux	Maurice W. Dolbier .... Nelson H. Lawson	....
	WLBZ	620	1,000-LS 500-N CP-5,000-U	Maine Broadcasting Co., Inc. 100 Main St. 6023	NBC MBS	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Irving Hunter Thompson L. Guernsey Bernard Kellom	Weed Bannan
LEWISTON.........	WCOU	1240	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee Colonial	J. B. Couture Faust Couture John C. Libby	Elden H. Shute Jr. John C. Libby Leslie R. Hall	Forjoe
PORTLAND.........	WCSH	970	5,000	Congress Square Hotel Co. Eastland Hotel 3-9667	NBC-Red Yankee	Adeline B. Rines William H. Rines Albert W. Smith	Caleb Paine Frederick W. Cole G. Fred Crandon	Weed Bannan
	WGAN	560	5,000	Portland Broadcasting System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer
PRESQUE ISLE.....	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	....	H. J. McGuire R. W. MacIntosh L. E. Hughes	Ted Coffin .... L. E. Hughes	....

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE........	WBAL	1090	50,000	WBAL Broadcasting Co. Lexington Bldg. Lexington 4900	NBC-Red	{Hearst Radio {Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	.... Jack Mayer Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N CP-5,000-U	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer
	WCBM	1400	250	Baltimore Broadcasting Corp. North at Harford University 8400	Blue	John Elmer George H. Roeder John Elmer	.... E. Frank Thomas G. Porter Houston	Foreman
	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS	Robert S. Maslin Hope H. Barroll Jr. Purnell H. Gould	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Petry
	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. 7808	....	Thomas G. Tinsley 2nd Thomas G. Tinsley 2nd George S. Shaffer	Robert Bingham Harry H. Wright James S. Duff	Headley-Reed
CUMBERLAND......	WTBO	820 L-WBAP, WFAA	250	Associated Broadcasting Corp. 31 Frederick St. 298	....	Frank V. Becker Frank V. Becker G. P. Richards	Stewart W. Phillips G. P. Richards Charles Ray Sine	International
FREDERICK........	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	....	Laurence Leonard A. V. Tidmore G. G. White	J. Roy McLennan J. Roy McLennan A. V. Tidmore	Burn-Smith
HAGERSTOWN.....	WJEJ	1240	250	Hagerstown Broadcasting Co. Hagerstown	....	Arthur L. Blessing	....	International
SALISBURY.........	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	....	John W. Downing Charles J. Truitt Charles J. Truitt	.... Charles J. Truitt Peter A. Alfonsi	....

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOSTON...........	WAAB	1440	1,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy L. Harlow Linus Travers	Linus Travers James S. Powers {Paul A. DeMars {Irving B. Robinson	Petry
	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	Blue	{Westinghouse E & M Co. {Walter C. Evans C. S. Young Frank R. Bowes	John F. MacNamara Harry D. Goodwin F. M. Sloan	NBC
	WCOP	1150	500	Massachusetts Broadcasting Co. Copley-Plaza Hotel Commonwealth 1717	....	{Arde Bulova {Harold A. Lafount A. N. Armstrong Jr. A. N. Armstrong Jr.	Sherman Keene .... Roland C. Hale	Headley-Reed
	WEEI	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS-Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo David S. Garland Philip K. Baldwin	Radio Sales
	WHDH	850 L-KOA	1,000 CP-5,000-U	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	....	A. E. Matheson R. G. Matheson J. J. Matheson	G. M. Watson Jr. Ray Rich Jr. R. G. Matheson	International
	WMEX	1510	5,000	Northern Corp. WMEX Bldg. Commonwealth 3900	....	John E. Reilly Alfred J. Pote S. A. Wasser	A. J. Pote William S. Pote Alfred J. Pote	McGillvra

WCBM
NBC BLUE

does the most important thing any radio station can do for you—it

ASSURES YOU THE BEST BALTIMORE COVERAGE *for your* ADVERTISING DOLLAR!

What do we mean by "best" coverage? Simply this: *Penny for penny, your advertising dollar realizes more Baltimore listeners, more potential customers—over WCBM!* This is no idle boast . . . no "freak" . . . no one-time proposition. It is WCBM's reason for existence . . . and YOUR reason for making it your key selling station in Baltimore!

COMPLETE Coverage—We "Blanket" Baltimore's Rich Market!

Seventeen hours every day, we knock on more than 200,000 Baltimore doors. And our "reception" is city-wide, high and handsome! What's more, Baltimore business is booming today as never before . . . the population has increased almost 20% since the first of the year! One of America's most lucrative markets . . . served intact for you and to you by WCBM!

NO WASTE Coverage—Every Penny Hits A Buying Target!

Yes sir, your broadcasting budget scores a Baltimore bull's-eye over WCBM! We concentrate on Baltimore . . . because that's where business is concentrated! Our low rates don't mean just economy for you . . . they also mean the highest listening percentage . . . per capita . . . per penny . . . throughout metropolitan Baltimore!

PROFITABLE Coverage—We Merchandise Your Product!

There's a big difference between a good radio program and a successful radio program, if you measure your success in terms of sales . . . and who doesn't! That difference is "follow-through!" Our Merchandising Department has but one job: to help you move listeners from their radios to your retail outlets . . . repeatedly . . . automatically . . . and profitably for you! Are we successful? Please write for details.

NBC Blue Network

WCBM

BALTIMORE, MARYLAND

JOHN ELMER, *President* GEO. H. ROEDER, *Gen. Mgr.*

National Representatives **THE FOREMAN COMPANY** 247 Park Avenue, New York
Wrigley Building, Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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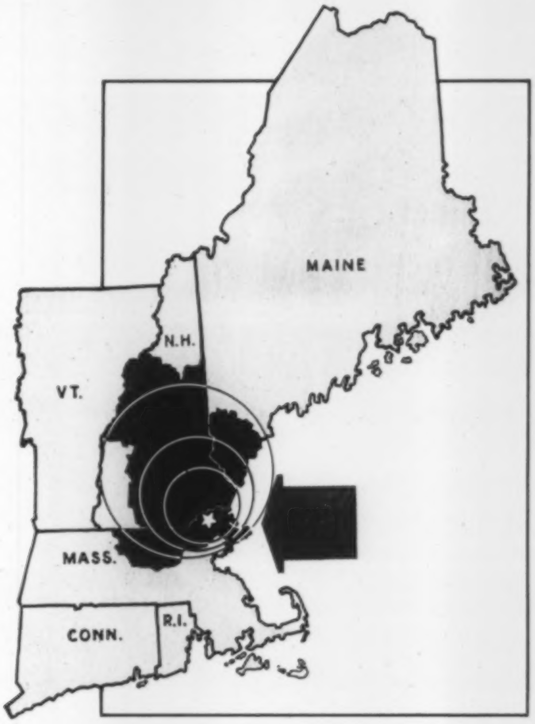
MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOSTON—Continued	WNAC	1260	5,000–LS 1,000–N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd R. L. Harlow Linus Travers	Linus Travers Gerald Harrison James S. Powers F. Carlton McVarish Paul A. DeMars Irving B. Robinson	Petry
	WORL	950	1,000–D	Broadcasting Service Organization Inc. Myles Standish Hotel Commonwealth 5100	....	Harold A. Lafount George Lasker George Lasker	Bob Perry George Lasker John Parker	....
FALL RIVER	WSAR	1480	1,000	Doughty & Welch Electric Co. Inc. 102 So Main St. 7-9477	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Joseph Welch John C. Pavao	Walker Bannan
FITCHBURG	WEIM	1340	250	Rubin E. Aronheim 717 Main St. 1600	MBS Yankee Colonial	Rubin E. Aronheim Milton H. Meyers Milton H. Meyers	.... Theodore Kalin	....
GREENFIELD	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee Colonial	John W. Haigis James L. Spates Horace W. Nichols	Warren M. Greenwood Horace W. Nichols James L. Spates	McGillvra Bannan
HOLYOKE	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	....	Minnie R. Dwight Charles N. DeRose Patrick J. Montague	Walcott A. Wyllie .... Thomas Humphrey	....
LAWRENCE	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	A. H. Rogers Irving E. Rogers Irving E. Rogers	John D. Maloy .... George A. Hinckley	Katz
LOWELL	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 37 Kearney Square 8715	MBS Yankee Colonial	A. S. Moffat Robert Donahue Haskell Bloomberg	Thomas Clayton Robert Donahue Anthony Michaels	Petry
NEW BEDFORD	WNBH	1340	250	E. Anthony & Sons 588 Pleasant St. 8-5228	MBS Yankee Colonial	Basil Brewer Hugh R. Norman Raymond D. Markey	Paul Stiles .... Clyde Pierce	Burn-Smith
PITTSFIELD	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee Colonial	Monroe B. England Monroe B. England John Parsons	Bernie Adams Robert Burbank Norman Blake	Burn-Smith
SALEM	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St. 5670	....	Charles W. Phelan Van D. Sheldon Robert Taylor	Marjorie Leadbetter Ray Wiley Dick Hammond	Rambeau
SPRINGFIELD	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 140 Chestnut St. 8-8336	Blue	Westinghouse E & M Co. Walter C. Evans C. S. Young Frank R. Bowes	John F. MacNamara Harry D. Goodwin Harold E. Randol	NBC
	WMAS	1450	250	WMAS Inc. Hotel Charles 7-1414	CBS	A. S. Moffat A. W. Marlin A. W. Marlin	Herbert Edman A. W. Marlin Earle Hewinson	Petry
	WSPR	1270	500	WSPR Inc. 63 Chestnut St. 6-2757	MBS Yankee Colonial	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Lawrence Reilly	Hollingbery Bannen, Boston
WEST YARMOUTH	WOCB	1240	250	Cape Cod Broadcasting Co. South Sea Ave. Hyannis 1697	....	Harriett M. Alleman Harriett M. Alleman Arthur A. Newcomb	H. Harrison Flint John K. Gowen 3d Rodney Merrill	....
WORCESTER	WMAW (Construction Permit)	1230	250	C. T. Sherer Co., Inc. Worcester	....	Frank F. Butler	....	....
	WORC	1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	CBS	Alfred F. Kleindienst Mildred P. Stanton	....	Weed
	WTAG	580	5,000	Worcester Telegram Publ. Co. Inc. 18 Franklin St. 5-4321	NBC-Red Yankee	George F. Booth Edward E. Hill George H. Jaspert	William T. Cavanagh Philip R. Jasen Hobart H. Newell	Petry

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BATTLE CREEK	*WELL	1400	250	Federated Publications Inc. Battle Creek 5655	Blue Michigan	A. L. Miller D. E. Jayne F. F. Owen	Frank Jayne .... Raymond B. Roof	Burn-Smith
BAY CITY	WBCM	1440	1,000–LS 500–N	Bay Broadcasting Co. Inc. 104 Center Ave. 7551	Blue Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Frank E. Catto A. F. Huebner Ralph H. Carpenter	Hollingbery
CALUMET	WHDF	1400	250	Upper Michigan Broadcasting Co. Calumet	....	A. L. Burgan	....	Bogner & Martin
DETROIT	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	....	James F. Hopkins James F. Hopkins Arthur H. Croghan	Sybil Krieghoff John Olenik Paul O. Frincke	Forjoe Associated
	WJLB	1400	250	John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600	....	John L. Booth John L. Booth Mike E. Kent	Charles Farrall Michael Jachimski Edward E. Clark	....
	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	George A. Richards Leo Fitzpatrick Owen F. Uridge	Norman White .... M. R. Mitchell	Petry

XUM



The 7th New England State

LARGER THAN FOUR NEW ENGLAND STATES . . . EXCEEDS POPULATION OF NATION'S FIFTH LARGEST CITY!

LAWRENCE, Massachusetts, is only the ***location*** of Station WLAW. The ***influence*** of this powerful 5,000 watt station extends far beyond the city limits. WLAW is the preferred station in the industrial heart of New England—the 7th state—with a population in the ***primary listening area of more than one and one-half million people.*** The Merrimack Valley is one of the country's major industrial areas—truly a beehive of manufacturing activity. Beyond the Merrimack Valley to the North are New Hampshire's fertile agricultural fields, and into this area, too, WLAW throws a powerful signal.

To eliminate this major radio station from any New England advertising plan is as unthinkable as eliminating such major cities as Philadelphia, Detroit, Los Angeles or Cleveland. The 7th state is a definite New England marketing area—an important market—cover it ***effectively—intensively.***

WLAW

LAWRENCE, MASS.

5000 WATTS 680 KILOCYCLES

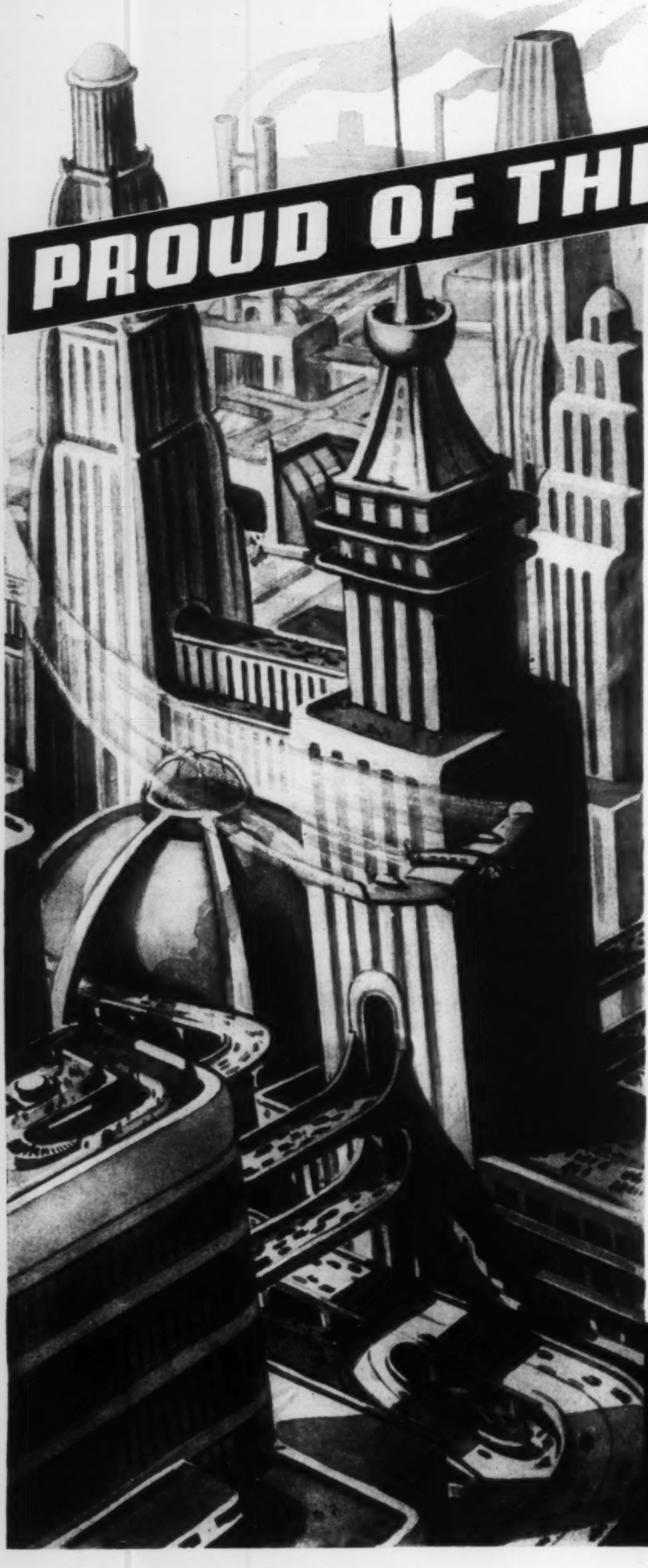
CBS

★ **COLUMBIA AFFILIATE** ★

National Representatives: THE KATZ AGENCY, INC., New York · Chicago · Detroit · Atlanta · Kansas City · Dallas

PROUD OF THE PAST

IN STEP WITH



21 years of prestige building have given WWJ a standing in its market that is unique in the annals of broadcasting.

The Detroit News pioneered in American broadcasting with WWJ on August 20, 1920. Ever since, the fundamental policy of this station has been centered on developing and perfecting radio broadcasting.

During its 21 years on the air, many new vistas have opened to WWJ. The fields of public service, education and entertainment have been explored so thoroughly that WWJ has long been not only the favored station of civic, educational and religious elements in the community, but has consistently led all Detroit stations in surveys of general listener preference, as well.

WWJ

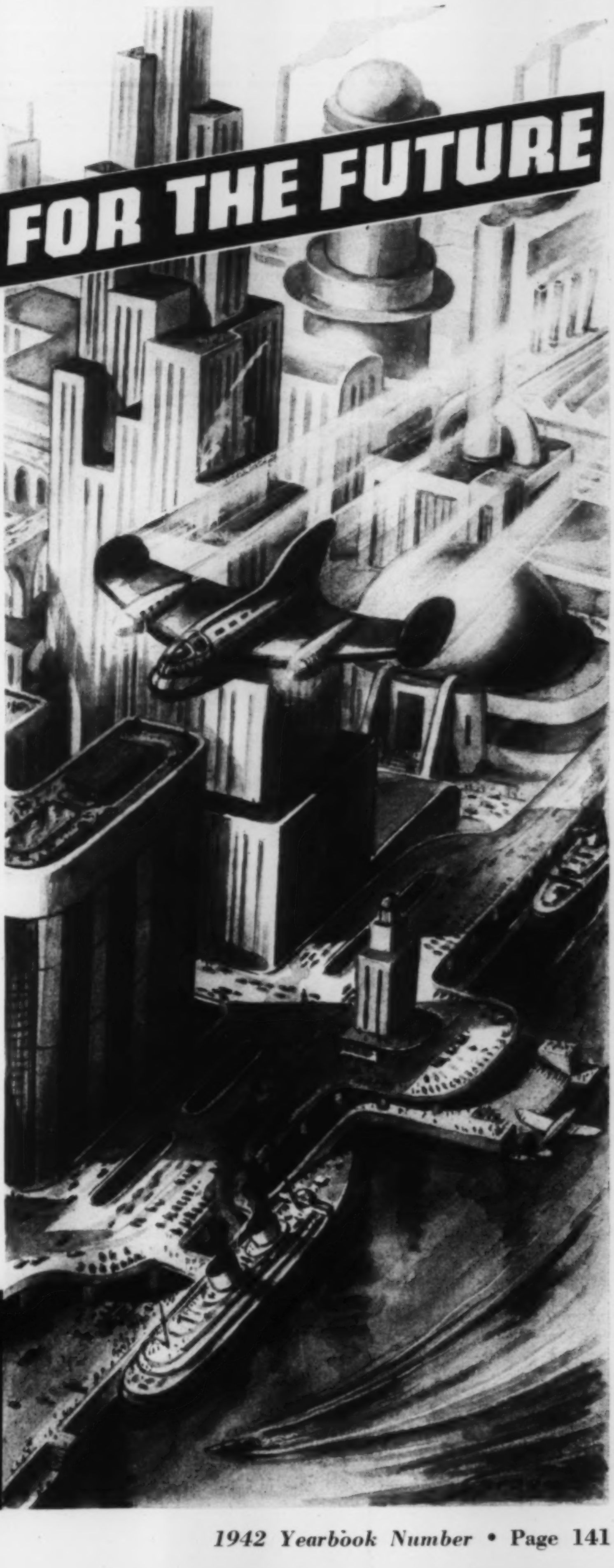
National Representatives

GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES

Owned and Operated by The Detroit News

THE PRESENT PREPARED FOR THE FUTURE



Every advance in radio has been employed to the fullest at WWJ. Independent experimentation and research for the future has been conducted, not only in amplitude modulation but also in the high frequency field and more recently in frequency modulation.

W45D

Michigan's First F. M. Station

On the air since May 9, 1941, station W45D was formally dedicated on October 17th. The F.C.C. grant permits use of facilities for noise-free coverage of 6,820 square miles inside a radius of about 75 miles around Detroit. W45D is now on the air 18 hours daily with independent programming.

W45D

Owned and Operated by The Detroit News

Michigan's First Frequency Modulation Station,
Located in the Penobscot Building, Detroit
ON THE AIR 18 HOURS DAILY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MICHIGAN—(Continued)

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DETROIT—Continued	WWJ	950	5,000	Evening News Assn. Inc. 630 Lafayette Blvd. Randolph 2000	NBC-Red	William J. Scripps Harry Bannister Harry Betteridge	Melvin C. Wissman J. Albert Walter R. Hoffman	Hollingbery
	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	Blue Michigan	George W. Trendle H. Allen Campbell James G. Riddell	Charles Livingstone {H. S. Christian {Lambert B. Beeuwkes Vernon C. Alston	Raymer
	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau J. E. Campeau	John Gordon Richard E. Jones W. J. Carter	McGillvra Stovin
EAST LANSING.....	*WKAR	870	5,000-D	Michigan State College East Lansing 5-9113	....	Michigan State College Robert J. Coleman	Robert J. Coleman .... Norris E. Grover	....
ESCANABA.........	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	....	Gordon H. Brozek Gordon H. Brozek	....	....
FLINT..............	WFDF	910	1,000	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Blue Michigan	Howard M. Loeb Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper F. S. Loeb Frank D. Fallain	Burn-Smith
GRAND RAPIDS....	WLAV	1340	250	Leonard A. Versluis Keeler Bldg. 6-5461	MBS	Leonard A. Versluis Hy M. Steed Hy M. Steed	Kay Mordo King Bard Raymond A. Plank	....
	WASH	1300	500	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	Blue Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer
	WOOD	1300	500 CP-5,000	(See WASH)				
IRONWOOD........	WJMS	1450	250	Upper Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	N. C. Ruddell N. C. Ruddell J. W. Huss	Harry Wills .... August Jarvi	Bogner & Martin
JACKSON...........	WIBM	1450	250	WIBM Inc. 228 W. Michigan Ave. 6121	Blue Michigan	Herman Radner Roy Radner Roy Radner	Wilbur H. Dunn .... Charles Wirtanen	Forjoe
KALAMAZOO.......	WKZO	590	5,000-LS 1,000-N CP-5,000-U	WKZO Inc. Box 203, Grand Rapids Box 866, Kalamazoo 3-1223	CBS	John E. Fetzer Ray V. Hamilton John W. O'Harrow	{Harry Caray {Paul H. Aurandt John W. O'Harrow Arthur E. Covell	Free & Peters
LANSING...........	WJIM	1240	250	WJIM Inc. City National Bldg. 2-1333	Blue Michigan	Harold F. Gross Harold F. Gross Harold F. Gross	Bob Innes Bob Innes Charles L. Brady	Adams & Adams
LAPEER............	*WMPC	1230-SH	250	Liberty Street Gospel Church 803 Liberty St. 455-J	....	Frank S. Hemingway Frank S. Hemingway	Nora Eastman .... Hollis F. Hayes	....
MARQUETTE.......	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington 616	....	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	....	....
MUSKEGON........	WKBZ	1490	250	Ashbacker Radio Corp. 424 Apple Ave. 26-051	....	Grant F. Ashbacker Grant F. Ashbacker William C. Wester	Frank Lynn Loran A. Haney George Krivitzky	Burn-Smith
PONTIAC...........	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. Pontiac 7141	....	George M. Stutz H. Y. Levinson W. K. Bailey	William E. Macdonald .... Wiley D. Wenger	Foreman
PORT HURON......	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 6191	Blue Michigan	H. L. Stevens Harmon L. Stevens Robert Mackin	Harmon L. Stevens .... Leslie Conant	....
ROYAL OAK........	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. Elmhurst 6524	....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight .... Joseph L. McFarland	....
SAGINAW..........	WHAL (Construction Permit)	980	500-D	Harold F. Gross & E. C. Shields Saginaw	....	{Harold F. Gross {E. C. Shields	....	....
	WSAM	1230-SH	250-LS 100-N	Saginaw Broadcasting Co. Bancroft Hotel 2-6148	....	Milton L. Greenebaum Jack Parker Milton L. Greenebaum	Jack Parker Robert Phillips Simon Maruszan	....
SAULT STE. MARIE.	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	....	Vernon W. Aikins Stanley R. Pratt R. Y. Burnett	Frank F. Firnschild Joel Caron Eugene T. Kaari	McGillvra
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	....	Les Biederman Les Biederman Les Biederman	.... Drew McClay	Associated

MINNESOTA

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ALBERT LEA.......	KATE	1450	250	Albert Lea-Austin Bcstg. Co. Inc. 332 So. Broadway 2338	MBS No. Central	E. L. Hayek E. L. Hayek T. H. Lathrop	Roy Pickett .... George H. Church	Foreman
BRAINERD.........	KTOM (Construction Permit)	1400	250	Brainerd-Bemidji Bcstg. Co. Brainerd	....	{John W. Boler {Howard S. Johnson {David Shepard {Edmund Tom O'Brien	....	....

XUM

WXYZ

WILL OPEN DETROIT
FOOD AND DRUG MARKETS
FASTER
AND
AT A LOWER COST
THAN ANY OTHER STATION!

Guarantee

King-Trendle Broadcasting Corp.

Represented by

Paul H. Raymer Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DULUTH	KDAL	610	1,000	Red River Bcstg. Co. Inc. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier Odin S. Ramsland	Gilbert Fawcett Ellis Harris R. A. Dettman	Free & Peters
	WEBC	1320	5,000	Head of the Lakes Bcstg. Co. Inc. WEBC Bldg. Melrose 1537	NBC Northwest	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Don McCall Leo M. Fremont Charles B. Persons	Hollingbery
FERGUS FALLS	KGDE	1230	250-LS 100-N	Charles L. Jaren Lincoln Ave. W. 898	MBS No. Central	Charles L. Jaren C. L. Jaren C. L. Jaren	Sev Widman C. L. Jaren	....
HIBBING	WMFG	1240	250	Head of the Lakes Bcstg. Co. Androy Hotel 1150	CBS	Morgan Murphy H. S. Hyett H. S. Hyett	Ruth E. Coe Leo Freemont C. B. Persons	....
MANKATO	KYSM	1230	250	Southern Minnesota Supply Co. 101 No. Second St. 4673	NBC Northwest	F. B. Clements John F. Meagher John F. Meagher	Jack Hanssen Bob DeHaven	Wilson
MINNEAPOLIS-ST. PAUL	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC-Red Northwest	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam L. Levitan Hector R. Skifter	Petry
	WCCO	830	50,000	Columbia Broadcasting System Inc. 625 Second Ave. So. Main 1202	CBS	Columbia Bcstg. System Inc. Earl H. Gammons Thomas H. Dawson	Hayle C. Cavanor Sam H. Kaufman Hugh S. McCartney	Radio Sales
	WDGY	1130 L-Albuquerque	5,000-LS 500-N	George W. Young Nicollet Hotel Bridgeport 7777	....	George W. Young George W. Young Lee L. Whiting	.... George K. Jacobsen	Rambeau
	*WLB	770 ST-WCAL	5,000-D	University of Minnesota Minneapolis Main 8177	....	U. of Minnesota Burton Paulu	Betty T. Girling .... Martin Shuler	....
	WLOL	1330	1,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS No. Central	C. J. Winton Jr. K. W. Husted Fred F. Laws	Robert Sutton Douglas Durkin Gene Brautigam	Foreman
	WMIN	1400	250	WMIN Broadcasting Co. St. Anthony & Syndicate Nestor 6501	....	Edward Hoffman Edward Hoffman Edward Hoffman	Marilyn Powell Samuel Nemer Warren Fritze	....
	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	Blue	Minneapolis Daily Times St. Paul Dispatch-Pioneer Press Clarence T. Hagman Francis Van Konynenberg	J. Robert DeHaven .... John M. Sherman	Free & Peters
MOORHEAD	KVOX	1340	250	KVOX Broadcasting Co. Inc. 720 Center Ave. 3-1523	MBS No. Central	.... M. M. Marget R. Steinley Jr.	Ray Stough .... Fred Monkkonen	....
NORTHFIELD	*WCAL	770 ST-WLB	5,000-D	St. Olaf College Northfield 770	....	Dr. L. W. Boe Milford C. Jensen	Martin Hegland .... Amos Dicke	....
ROCHESTER	KROC	1340	250	Southern Minnesota Bcstg. Co. KROC Bldg. 3924	NBC Northwest	Gregory P. Gentling Gregory P. Gentling Gerald W. Wing Wilfred R. Knutson	La Velle Waltman Wallace E. Stone Fred C. Clark	....
ST. CLOUD	KFAM	1450	250	Times Publishing Co. Weber Bldg. 3330	NBC Northwest	Fred Schilplin Fred Schilplin Fred Schilplin	.... Robert Witschen	....
ST. PAUL				**(See Minneapolis-St. Paul)**				
VIRGINIA	WHLB	1400	250	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	CBS	Walter C. Bridges Barney Irwin Barney Irwin	Billie Denison Norman Page C. B. Persons	....
WILLMAR	KWLM	1340	250	Lakeland Broadcasting Co. Memorial Auditorium Bldg. 1310	MBS	H. W. Linder H. W. Linder H. W. Linder	Bill Linder Don Linder Vern Baumgartner	....
WINONA	KWNO	1230	250	Winona Radio Service 216 Center St. 3315	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	Margaret Johnson Bob Miles Maurice Reutter	....

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
COLUMBUS	WCBI	1400	250	Birney Imes Gilmer Hotel 1313	....	Birney Imes Robert L. McRaney James Eatherton	Felix Adams Bob McRaney P. C. Melone	Associated
GREENVILLE	WJPR	1340	250	John R. Pepper 107 So. Poplar 1770	....	John R. Pepper John R. Pepper Paul Thompson	Bert Ferguson .... Ray Dickson	....
GREENWOOD	WGRM	1240	250	P. K. Ewing 222 Howard St. 1717	Blue	P. K. Ewing W. E. Williams	.... Charles Wolfe	Sears & Ayer
GULFPORT	WGCM	1240	250	WGCM Inc. Hewes-Martin Bldg. 1111	....	P. K. Ewing F. C. Ewing F. C. Ewing	Harry Pearce H. C. Hill Gordon Clark	....
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. Inc. 302 Hemphill St. 1866	NBC-Red	C. J. Wright C. J. Wright C. J. Wright	John T. Orr C. J. Wright C. H. Dyess	Sears & Ayer

ARE YOU SATISFIED

WITH RESULTS IN THE EIGHTH RETAIL MARKET?

EARN WHILE YOU LEARN

WHAT KSTP CAN DO FOR YOU

AMAZING FREE BOOKLET

Are you willing to risk a postage stamp (one if by land—two if by air) to learn how *you*, too, can enjoy thrilling success when you advertise in the Twin Cities' market?

That's *all* it takes to bring you your *free copy* of KSTP's amazing book offered below.

It tells a stirring, true story of wide-spread distribution! . . . increased consumer acceptance! . . . rising sales! . . . that should rouse every energetic, red-blooded, American advertising agency and its clients to *immediate action*!

Learn *now* how 117 *local* and *national* spot advertisers have followed the KSTP way to successful radio advertising in the Twin Cities' market—how these 117 local and national spot advertisers have used the KSTP way for **591** *consecutive contract years*, or an *average of* **5** *consecutive contract years each*!

Don't put off until tomorrow what you can do today. Thirty seconds to clip the coupon below . . . thirty seconds to put it in an envelope and mail it to KSTP. Just one little minute that can mean *nothing* or *everything* to you—*depending on how you use it*. Use those sixty seconds *wisely* . . . send for your free KSTP book right now!

BRIEF!
FACTUAL!
VALUABLE!
TIMELY!

GET YOUR FREE BOOK!
TWENTY-FOUR BIG PAGES!
PROFUSELY ILLUSTRATED!
IN BEAUTIFUL COLOR!
NAMES ACTUAL NAMES!
FACTUAL INFORMATION!
IN HANDY FILE FORM!

RUSH THIS COUPON TODAY!
RADIO STATION KSTP
Minneapolis—St. Paul, Minnesota

Gentlemen: Please send immediately my free copy of your amazing book that tells how I, too, can enjoy successful radio advertising in the Twin Cities' Market.

NAME____________________________

FIRM____________________________

ADDRESS_________________________

KSTP

MINNEAPOLIS - ST. PAUL
50,000 WATTS-CLEAR CHANNEL
N. B. C. BASIC RED NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1942)

MISSISSIPPI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
JACKSON	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-1183	NBC-Red	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1450	250	Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788	Blue	G. W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward Coleman M. B. Wray C. A. Perkins	Sears & Ayer
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 512½ Central Ave. 288	NBC-Red	D. A. Matison Hugh M. Smith Hugh M. Smith	Billy Tracy Granville Walters Bruce Dennis	Associated
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	....	Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock Pauline Kiersky Robert Louis Sanders	....
MERIDIAN	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin	....
NATCHEZ	WMIS	1490	250	Natchez Broadcasting Co. 407 Franklin St. 1515	....	P. K. Ewing P. K. Ewing Jr. Penny Pennington	Val Jensen Penny Pennington G. W. Wilson	....
VICKSBURG	WQBC	1390	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	....	Louis P. Cashman O. W. Jones O. W. Jones	.... C. E. Drake	....

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	....	Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch	Virginia Bahn .... Oscar C. Hirsch	Pearson
COLUMBIA	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts C. L. Thomas Jack W. Roth	Guy W. Lowe Foster H. Brown Jr. Robert Haigh	Weed
HANNIBAL	KHMO	1340	250	Courier-Post Publishing Co. 102½ So. Main St. 3450	....	Lee Syndicate E. L. Sparks Earl Dougherty	George Moon .... Ben Parrish	Pearson
JEFFERSON CITY	KWOS	1240	250	Tribune Printing Co. St. Mary's Blvd. 4000	MBS	R. C. Goshorn R. L. Rose	Elda Oswald .... J. C. Haynes	Sears & Ayer
JOPLIN	WMBH	1450	250	Joplin Broadcasting Co. Keystone Hotel 330	....	D. J. Poynor D. J. Poynor Bob Burke	Roy Wilson Charles McIntire Baxter Burris	Sears & Ayer
KANSAS CITY	KCMO	1480	5,000-LS 1,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	Blue	T. L. Evans Jack Stewart Jack Stewart C. E. Breazeal	Dorothy Stewart Richard W. Evans Ted Millard	Pearson
	KITE	1590	1,000	First National Television Inc. 816 Locust St. Harrison 5818	....	D. E. Kendrick Paul R. Heitmeyer Paul R. Heitmeyer	Nelson Hibbs Kenyon R. Bennett Ted E. Church	....
	KMBC	980	5,000	Midland Broadcasting Co. Hotel Pickwick Harrison 2650	CBS	Arthur B. Church Karl R. Koerper Sam H. Bennett	Felix Adams Mark N. Smith Frank Barhydt A. R. Moler A. Kenneth Krahl	Free & Peters
	WDAF	610	5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan Dean Fitzer Gardner Reames	Harry J. Kaufmann .... Joseph A. Flaherty	Petry
	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Cook Paint & Varnish Co. D. D. Davis John T. Schilling Donald Dwight Davis	Dick Smith Bert Bidwell Henry Goldenberg	....
POPLAR BLUFF	KWOC	1340	250	Radio Station KWOC 1801 No. Main St. 1310	....	O. A. Tedrick P. H. Cunningham P. H. Cunningham	William R. Tedrick .... Don Lidenton	Pearson
ST. JOSEPH	KFEQ	680 L-KPO	2,500-LS 500-N CP-5,000-U	KFEQ Inc. Schneider Bldg. 4-0813	....	Barton Pitts Barton Pitts Glen G. Griswold J. Ted Branson	H. H. Packard J. Ted Branson J. Wesley Koch	Headley-Reed
ST. LOUIS	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	....	Evangelical Lutheran Synod Herman H. Hohenstein	Herman H. Hohenstein .... Carl H. Meyer	....
	KMOX	1120	50,000	Columbia Broadcasting System 401 S. 12th Blvd. Central 8240	CBS	CBS—William S. Paley Merle S. Jones Merle S. Jones, Natl. Spot J. Soulard Johnson, Local	C. G. Renier Thomas Rooney Harry Harvey	Radio Sales
	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	.... Robert L. Coe	Free & Peters
	KWK	1380	5,000-LS 1,000-N CP-5,000-U	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey Robert T. Convey V. E. Camichael Robert M. Sampson	John Tinnea Robert M. Sampson James P. Burke	Raymer

IN GREATER ST. LOUIS

KSD

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

There Is ONE and Only One Basic NBC Red Network in the World

In the prosperous area where St. Louis is the center, KSD is the only basic NBC Red Network station—it is 225 miles to the nearest.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ST. LOUIS—Continued	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Blvd. Chestnut 3700	Blue	Elzey Roberts John C. Roberts Clarence G. Cosby	C. L. Thomas Robert Seat Arthur F. Rekart	Weed
	WEW	770	1,000–D	St. Louis University 3642 Lindell Blvd. Franklin 5665	....	Rev. H. B. Crimmins, S.J. Nicholas Pagliara Nicholas Pagliara	Don C. Lochner .... George E. Rueppel, S.J.	McGillvra Pearson
	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	....	L. A. Benson C. W. Benson L. A. Benson C. W. Benson David Pasternak	Neil Norman William Durney Chal H. Stoup	Rambeau
SEDALIA...........	KDRO	1490	250	Drohlich Brothers 2100 W. Broadway 4004	....	Robert A. Drohlich Albert S. Drohlich Robert A. Drohlich Robert A. Drohlich	Albert S. Drohlich Albert S. Drohlich Glenn Gray	Pearson
SPRINGFIELD......	KGBX	1260	5,000	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC	Tams Bixby II Lester E. Cox Ralph D. Foster Leslie L. Kennon	Hugh Aspinwall Carl S. Ward Fritz Bauer	Pearson
	KTTS (Construction Permit)	1400	250	Independent Broadcasting Co. Springfield	....	J. H. G. Cooper	....	....
	KWTO	560	5,000–D CP-5,000–U	Ozark Broadcasting Co. 508 St. Louis St. 1360	....	Lester E. Cox Tams Bixby II Ralph D. Foster Leslie L. Kennon	Hugh Aspinwall Carl S. Ward Fritz Bauer	Pearson

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BILLINGS..........	KGHL	790	5,000	Northwestern Auto Supply Co. Fifth & North Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger E. E. Cooney Jeff A. Kiichli	Katz
BOZEMAN..........	KRBM	1450	250	KRBM Inc. Bozeman 1420	NBC Z-Bar	Bob McNab Ernest Neath Melvin Jass	Ernest Neath .... Fred Heister	....
BUTTE.............	KGIR	1370	5,000	KGIR Inc. Butte 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney M. E. Dunn	Pat Goodover .... Fred Heister	Walker
GREAT FALLS......	KFBB	1310	5,000	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Joseph P. Wilkins Joseph P. Wilkins	John Alexander Joseph P. Wilkins Wilbur Myhre	Weed Biddick
HELENA............	KPFA	1240	250	KPFA Inc. Helena 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson Ed Goodwin	K. O. MacPherson .... Fred Heister	Walker
KALISPELL.........	KGEZ	1340 CP-1460	100 CP-1,000	Donald C. Treloar 203 First Ave. E. 332	....	Donald C. Treloar Donald C. Treloar Walter LaBonte	Oliver Hockley Donald C. Treloar Donald Gorman	....
MILES CITY........	KRJF	1340	250	Star Printing Co. 13 No. 6th St. 60	....	W. F. Flinn W. F. Flinn Don Tannehill	Mary Virginia Tannehill .... Henry B. Poole	....
MISSOULA..........	KGVO	1290	5,000–LS 1,000–N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby A. J. Mosby	James Alden Barber .... George Allison	Burn-Smith
WOLF POINT	KGCX	1480	1,000	E. E. Krebsbach Wolf Point 102	....	E. E. Krebsbach M. J. Severson M. J. Severson	Mel King .... Eugene Bunker	....

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FREMONT..........	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	....	Lloyd C. Thomas Jack Luther Jack Luther	Clarice Allport .... Lee Gustavson	Sears & Ayer
GRAND ISLAND....	KMMJ	750 L-WSB	1,000	KMMJ Inc. 315½ No. Locust St. 703	....	Don Searle Wick Heath Bill Martin	George Kister Bill Martin D. Raymond Taylor	Headley-Reed
HASTINGS.........	KHAS	1230	250	Nebraska Broadcasting Co. Inc. Tribune Bldg. 1745	....	Henry G. Smith George H. Engelter Earl McIntire	Tim George .... Walter Ely	....
KEARNEY..........	KGFW	1340	250	Central Nebraska Bcstg. Corp. Federal Annex Bldg. 2-3541	....	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Paul Roscoe Harold Clark Jack Lewis	....
LINCOLN...........	KFAB (Synchronizes at night with WBBM, Chicago)	780	10,000	KFAB Broadcasting Co. Hotel Lincoln 2-3214	CBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver	.... Mark W. Bullock	Petry

Everything's just ducky

Business has to be pretty good before an advertiser sits up and says "Everything's just ducky," but that's what KXOK advertisers are doing. When their contracts expire, they come right back for more. They're selling more goods than ever in the rich Mid-Mississippi Valley Market and KXOK is doing the job. The normal retail expenditure of 3,531,700 people in KXOK's primary area alone is $826,490,000 annually. Add nearly a billion dollars in defense contracts to that and you've got a sure-fire reason for stepped-up sales in this valuable market. Remember, when you buy KXOK it's a cinch you'll get more than ever before.

KXOK

NBC BASIC BLUE NETWORK ★ ST. LOUIS, MO. ★ 630 KC. 5000 WATTS DAY AND NIGHT
REPRESENTED BY WEED AND COMPANY, NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO ★ OWNED AND OPERATED BY THE SAINT LOUIS STAR-TIMES ★ AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1942)

NEBRASKA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LINCOLN— Continued	KFOR	1240	250	Cornbelt Broadcasting Corp. Hotel Lincoln 2-3214	MBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver	.... Mark W. Bullock	Petry
NORFOLK	WJAG	1090 L-KTHS, WBAL	1,000	Norfolk Daily News Norfolk, Neb. 432	....	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Walker
NORTH PLATTE	KGNF	1460	1,000–D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	....	W. I. LeBarron W. I. LeBarron Joe di Natale	Ernest Jaeggi .... Stephen H. Inns	Walker
OMAHA	KBON (Construction Permit)	1490	250	MSB Broadcast Co. Omaha	....	C. J. Malmsten	....	....
	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS MBS	Frank Throop Don Searle Arthur J. Weaver	R. Bruce Wallace R. Bruce Wallace Mark W. Bullock	Petry
	KOWH	660	500–D	World Publishing Co. World-Herald Bldg. Atlantic 2228	Blue	Henry Doorly Vernon H. Smith Clem Young	Ken Stuart .... Frank Shopen	Hollingbery
	WOW	590	5,000	Woodmen of the World Life Ins. Soc. Insurance Bldg. Webster 3400	NBC-Red	De Emmet Bradshaw William Ruess John J. Gillin Jr. Howard O. Peterson	Harry Burke Bill Wiseman William J. Kotera	Blair
SCOTTSBLUFF	KGKY	1490	250	Hilliard Co. 1517½ Broadway 856	....	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter .... Harland Morrison	....

NEVADA

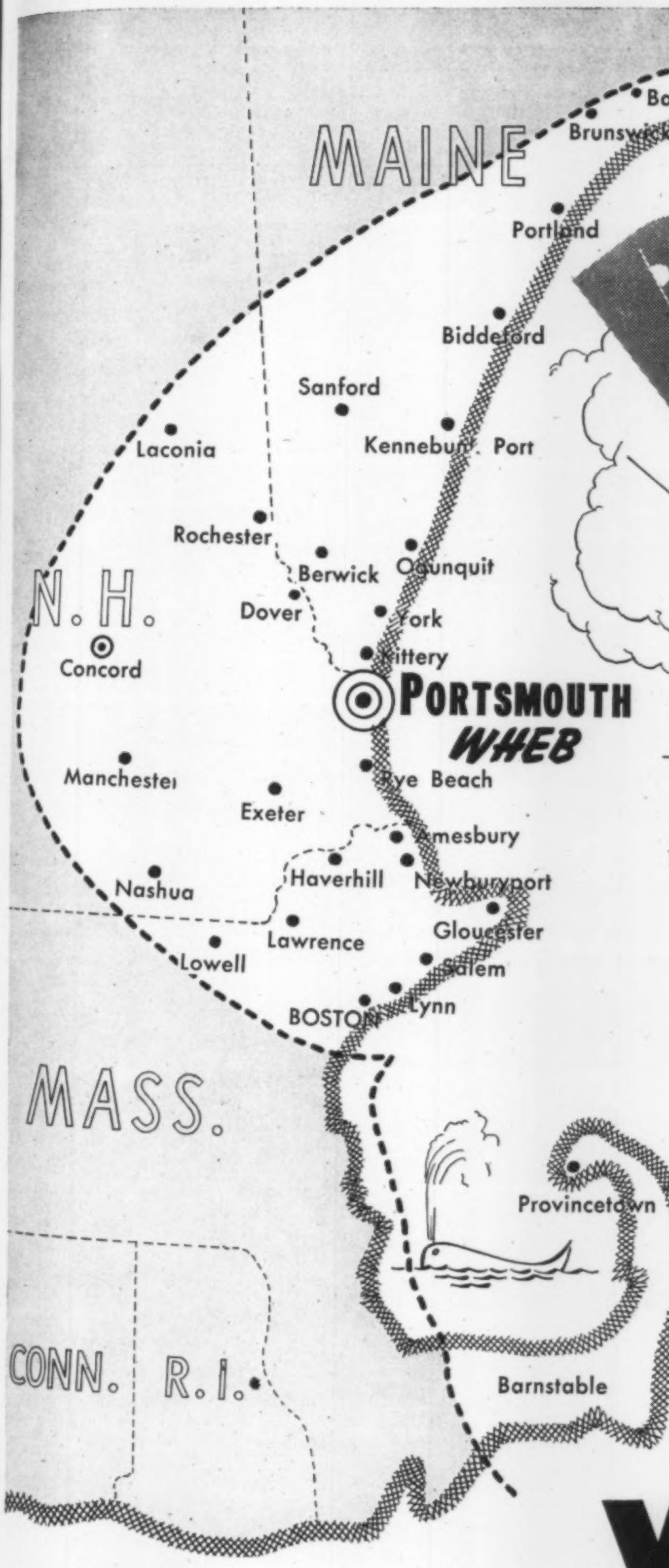
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LAS VEGAS	KENO	1400	250	Nevada Broadcasting Co. Box 1310 1400	....	Maxwell Kelch Maxwell Kelch Goodloe McDowell	Ralph O. Dow .... V. L. Harvey	....
RENO	KOH	630	1,000	The Bee Inc. 413 Stevenson St. 5106	Blue	Guy C. Hamilton Jack Winston	Merle Snider Herb Smith Hewitt Kees	Raymer

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
KEENE	WKNE	1290	5,000	WKNE Corp. Dunbar St. 2080	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Robert A. Freeman Robert A. Freeman Leonard W. Savage	Raymer
LACONIA	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	Malcolm & Charles Jenney Earle G. Clement Alfred Tyler	Sherwin Greenlaw Earle Clement Louis Steady	McGillvra
MANCHESTER	WFEA	1370	5,000	N. H. Broadcasting Co. 323 Franklin St. 7970	NBC-Red	Adelaide Rines David F. Shurtleff David F. Shurtleff	Don Sellers Fred W. Cole Reginald A. B. Schow	Weed
	WMUR	610	5,000–LS 1,000–N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Leslie F. Smith	Charles W. Burton .... Vincent H. Chandler	International
PORTSMOUTH	WHEB	750 L-WSB	1,000	WHEB Inc. La Fayette Rd. 2670	....	R. G. Le Tourneau Bert Georges David H. Carpenter	Gordon Kinney Bill Bradley William Robinson	....

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. Asbury Park	....	George S. Ferguson	....	....
ATLANTIC CITY	WBAB	1490	250	Press Union Pub. Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl Earle Godfrey Monroe L. Mendelsohn	Ralph Shoemaker .... Earle Godfrey	Headley-Reed
	WFPG	1450	250	Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2188	....	A. Harry Zoog A. Harry Zoog Edwin E. Kohn	M. March .... Blair K. Thron	Burn-Smith
BRIDGETON	WSNJ	1240	250	Eastern States Broadcasting Corp. Radio Center Bldg. 1600	....	Howard S. Frazier Ovelton Maxey Ovelton Maxey	Dorothy Criswell Paul Alger Francis C. Fekel	International
CAMDEN	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 9000	....	Municipality Frederick S. Caperoon L. M. Maxwell	Edwin W. Tucker Jr. L. M. Maxwell Clarence E. Onens	....


MAINE
Bath
Brunswick
Portland
Biddeford
Sanford
Laconia
Kennebunk Port
Rochester
Berwick
Ogunquit
N. H.
Dover
York
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Manchester
Rye Beach
Exeter
Amesbury
Haverhill
Newburyport
Nashua
Lawrence
Gloucester
Lowell
Salem
BOSTON
Lynn
MASS.
Provincetown
CONN.
R. I.
Barnstable

BOOM AREA
750

BOOM **90 MILLION $$**
Federal Defense Appropriation

BOOM **LARGEST SUBMARINE BASE IN THE WORLD**

BOOM **10,000 NAVY YARD EMPLOYEES**
2,200 NEW FHA HOMES

BOOM **PLUS:** Primary in 7 out of 10 Counties in N. H. Plus: 8 out of 16 in Maine Plus: Essex & most of Middlesex in Mass. An area of 330,570 Radio Homes.

- ★ CLEAR CHANNEL
- ★ 750 KILOCYCLES
- ★ 1000 SALT WATER WATTS
- ★ ASSOCIATED PRESS NEWS Every Daylight Hour
- ★ ALL YOUR FAVORITE MUSIC BMI • ASCAP • SESAC

The New
WHEB

"The Listening Habit of Central New England"

Exclusive National Representation:
JOSEPH HERSHEY McGILLVRA
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
BERTHA BANNAN
Special Exclusive Boston Representative

BERT GEORGES, General Manager
DAVID CARPENTER, Sales Manager

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1942)

NEW JERSEY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
JERSEY CITY	WAAT	970	1,000	Bremer Broadcasting Corp. 50 Journal Square Journal Square 4-3500	....	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Walter Patrick Kelly Walter Patrick Kelly Frank V. Bremer	Rambeau
	WHOM	1480	1,000–LS 500–N	New Jersey Broadcasting Corp. 29 W. 57th St. Plaza 3-4204	....	Paul F. Harron Joseph Lang Jack M. Compter	Thurston Holmes J. M. Compter Allison Burnham	....
NEWARK	WHBI	1280 ST-WNEW	2,500–LS 1,000–N	May Radiobroadcast Corp. Newark	....	James L. Shearer	....	....
PATERSON	WPAT	930	1,000-D	North Jersey Bcstg. Co. Inc. 115 Ellison St. Armory 4-3400	....	James V. Cosman Edward Codel Edward Codel	Milton Bernard Kaye Ralph Sumner Silver Jr. Earl F. Lucas	....
RED BANK	WBRB	1240 ST-WFAS, WGBB	100	Monmouth Broadcasting Co. Red Bank	....	Thomas F. Burley	....	....
TRENTON	WTNJ	1310 ST-WCAM, WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	....	F. J. Wolff Franklin J. Wolff H. M. Gebert	Walter Lewis Louis Jerome Edward Knowles	McGillvra
	WTTM (Construction Permit)	920	1,000	Trent Broadcast Corp. Broad St. Bank Bldg. 6289	....	Charles Quinn A. Harry Zoog George S. McGinley	Milton T. March George Field Blair K. Thron	Burn-Smith
ZAREPHATH	*WAWZ	1380 ST-WBNX	1,000 CP-5,000–LS	Pillar of Fire Zarephath Bound Brook 223	....	Bishop Alma White Ray B. White	A. Orland Wolfram .... Nathaniel W. Wilson	....

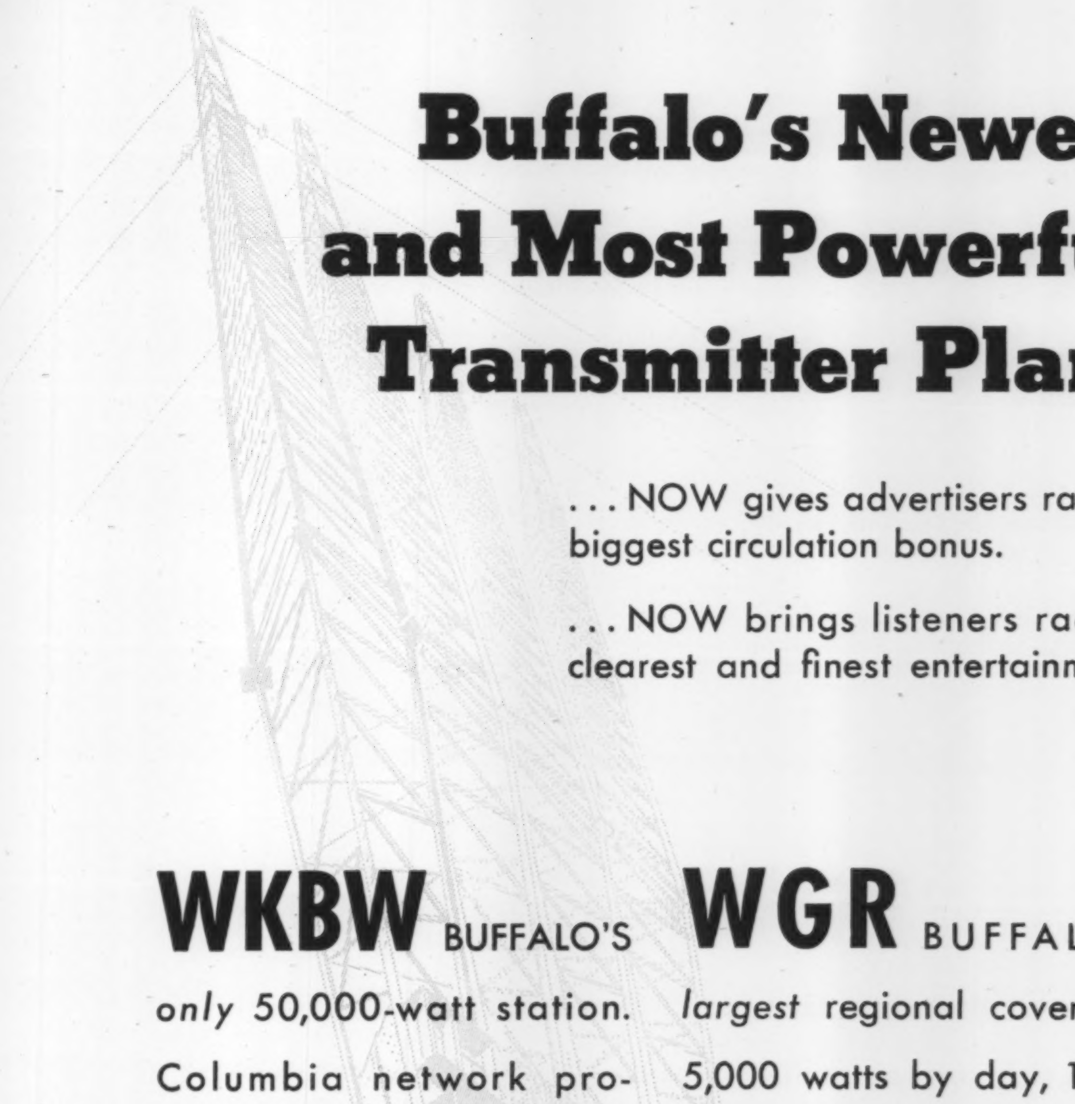
NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE	KGGM	1260	1,000	New Mexico Broadcasting Co. Box 1388 4544	CBS	A. R. Hebenstreit Harry Burdick Harry Burdick	Robert Van Driel Ted Schifani Leonard F. Dodds	Weed
	KOB	1030 SA-770	10,000 SA-50,000–LS 25,000–N CP-50,000	Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411	Blue	T. M. Pepperday Frank Quinn Frank Quinn	Van Haaften .... George S. Johnson	Katz
CARLSBAD	KAVE	1240	250	Carlsbad Broadcasting Co. Crawford Hotel 244	....	Jack Hawkins Barney Hubbs Jack W. Hawkins Jack W. Hawkins	Jack Evans Jr. Lee Pollock Harry Boehnemann	....
CLOVIS	KICA	1240	250	Western Broadcasters Inc. 321 Main St. 3	....	Charles C. Alsup Drury Lane Charles C. Alsup	Dorris Johnson Charles C. Alsup	Forjoe
HOBBS	KWEW	1490	100	W. E. Whitmore Harden Hotel 495	....	W. E. Whitmore John Faris John Faris	James Nelson W. E. Whitmore John Faris George Farmer	....
LAS VEGAS	KFUN	1230	250	Southwest Broadcasters Inc. Box 710	....	E. N. Thwaites E. N. Thwaites	.... A. F. Schultz	....
ROSWELL	KGFL	1400	100	KGFL Inc. Roswell	....	W. E. Whitmore	....	....
SANTA FE	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstriet Ivan R. Head Ivan R. Head	Mary M. Chapman Ivan R. Head A. F. Schultz	....
TUCUMCARI	KTNM	1400	250	Krasin-Krutzner Broadcasting Co. Tucumcari	....	Otto A. Krutzner Lester Q. Krasin Lester Q. Krasin Stu Morrison	Stu Morrison Stu Morrison Lester Q. Krasin	....

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WABY	1400	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee Paul Heisler J. H. Corey	McKinney
	WOKO	1460	1,000–LS 500–N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	Johnny Lee Paul Heisler O. A. Sardi	McKinney
AUBURN	WMBO	1340	250	WMBO Inc. 141 Genesee St. 433	....	Auburn Citizen—Advertiser Frederick L. Keesee Frederick L. Keesee	Dorothy Bolin .... Herbert House	....
BATAVIA	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	....	Edmund R. Gamble Frank A. Corti Stephen Lewis	Cliff Jones Burt Newstead Raymond Gondek	Bogner & Martin
BINGHAMTON	WNBF	1490 CP-1290	250 CP-5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Harry Trenner	E. Ray McCloskey Ewing B. Hawkins Lester H. Gilbert	Blair

XUM



Buffalo's Newest and Most Powerful Transmitter Plant

...NOW gives advertisers radio's biggest circulation bonus.

...NOW brings listeners radio's clearest and finest entertainment.

WKBW BUFFALO'S *only* 50,000-watt station. Columbia network programs. Covers eleven states, twelve million people.

WGR BUFFALO'S *largest* regional coverage. 5,000 watts by day, 1,000 watts directionally intensified by night. Mutual network programs.

COLUMBIA

MUTUAL

1520 K.C. **WKBW • WGR** 550 K.C.

50,000 WATTS • COLUMBIA 5,000 WATTS • MUTUAL

National Representatives: FREE & PETERS, INC.

BUFFALO BROADCASTING CORPORATION
RAND BUILDING · BUFFALO, N.Y.

PORTRAIT of a Buffalo Family Spending the Evening At the Radio

They Set Their Dial at 930 and Keep It There!

THERE'S no twisting and twirling when Buffalo and Western New York families tune in. They know they can depend on WBEN for the best in entertainment and information, hour in and hour out. The unexcelled Red Network shows plus bigtime Buffalo-built programs plus second-to-none radio news service are their assurance that, whatever the hour, WBEN is Buffalo's Best Bet. And this, of course, means that WBEN is YOUR best bet . . . for the preference of the audience is the choice of the advertiser.

WBEN • 930 kilocycles • NBC Basic Red

Represented by Edward Petry & Co., Inc.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the Station that is . . . .

FIRST—to be established in Central New York. Started in 1922.

FIRST—with a Network affiliation. Since 1927 a charter member of the Basic Columbia Network.

FIRST—5,000 Watts Day and Night. Operating on this power since November 4, 1940.

FIRST—in total number of hours sold.

FIRST—in sponsored Columbia Network Shows.

FIRST—in local audience preference. Air-tight survey proof of audience leadership in 25 quarter hours, morning, noon and night. Ask to see them.

To get the most out of your radio dollar in Central New York . . .

Use

WFBL

SYRACUSE, N. Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1942)

NEW YORK—(Continued)

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BROOKLYN..........	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tact Soc. Inc. 124 Columbia Heights Main 4-9735	....	A. R. Goux, Asst. Secy.	....	....
	WBYN	1430	1,000–LS 500–N	Unified Bcstg. Corp. of Bklyn. 132 W. 43rd St. Bryant 9-3773	....	Griffith B. Thompson Griffith B. Thompson Berne W. Wilkins	Norman H. Warembud Lou Frankel Peter Testan	....
	WCNW	1600 SH-WWRL	250	Arthur Faske 846 Flatbush Ave. Ingersoll 2-1300	....	Arthur Faske Elias I. Godofsky Samuel N. Koplowitz	Bert Child L. W. Berne Arthur Faske	....
BUFFALO..........	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC-Red	Edward H. Butler A. H. Kirchhofer Edgar H. Twamley Gene Wyatt	George Torge .... Ralph J. Kingsley	Petry
	WBNY	1400–SH	250	Roy L. Albertson 485 Main St. Cleveland 3365	....	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Virginia C. Fyda .... Thomas L. Vines	Rambeau
	WEBR	1340	250	WEBR Inc. 23 W. North St. Lincoln 7133	Blue	Edward H. Butler C. Robert Thompson William Doerr Jr.	Kay Burkhardt Albert H. Zink Ralph Kingsley	Weed
	WGR	550	5,000–LS 1,000–N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice R. MacPherson K. B. Hoffman	Free & Peters
	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Herbert C. Rice R. H. McPherson Karl B. Hoffman	Free & Peters
	*WSVS	1400–SH	50–D	Seneca Vocational High School Buffalo	....	Elmer S. Pierce, Principal	....	....
ELMIRA..........	WENY	1230	250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woody Ott Joseph M. Cleary Perry W. Esten	McKinney
ENDICOTT..........	WLAN (Construction Permit)	1450	250	Thomas J Watson Endicott	....	Thomas J. Watson Walter Lemmon	....	....
FREEPORT..........	WGBB	1240 ST-WBRB, WFAS	100	Harry H. Carman 44 S. Grove St. 2418	....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman Alfred Sturhann	....
ITHACA..........	WHCU	870 L-WWL	1,000	Cornell University Ithaca Savings Bank Bldg. 3438	CBS	Cornell U. Michael R. Hanna Lew Trenner	Joseph A. Short Lew Trenner True McLean	McGillvra
JAMESTOWN..........	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown 7-151	Blue	Jay A. Mason Simon Goldman Simon Goldman	A. E. Spokes A. E. Spokes Harold J. Kratzert	Radio Advertising
KINGSTON..........	WKNY	1490	250	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	....	Benjamin F. Feiner Jr. Benjamin F. Feiner Jr. Benjamin F. Feiner Jr.	Dave Murphy .... Marvin Seimes	....
MIDDLETOWN..........	WALL (Construction Permit)	1340	250	Community Broadcasting Co. 107 King St.	....	Martin Karig Sr. Martin Karig Jr. James A. Bell	.... Martin Karig Jr.	....
NEWBURGH..........	WGNY	1220	1,000–D	WGNY Broadcasting Co. Inc. 161 Broadway 4600	....	Merritt C. Speidel Harold W. Cassill Harold W. Cassill	Richard Crans George Bingham Patrick F. Simpson	Headley-Reed
NEW YORK..........	WABC	880	50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	William S. Paley Arthur Hull Hayes	George Allen Jules Dundes Henry Grossman	Radio Sales
	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	....	A. L. Haskell W. C. Alcorn William I. Moore	E. Ervin .... A. Solbrig	....
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC-Niles Trammell William S. Hedges J. V. McConnell	Phillips Carlin Robert L. Hutton Jr. George Milne	NBC
	WEVD	1330 ST-WBBR, WHAZ	1,000 CP-5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	....	Adolph Held Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles W. Brown	....
	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Marcus Loew Booking Agency Herbert L. Pettey Frank Roehrenbeck Bertram Lebhar Jr.	Fred Raphael Robert G. Patt Paul Fuelling	WHN-Chicago
	WINS	1000 L-WCFL	1,000 CP-50,000–U	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	....	Hearst Radio Inc. Cecil H. Hackett Cecil H. Hackett	Hazel Bower Bernard Estes Paul Von Kunits	International
	WJZ	770	50,000	Radio Corp. of America 30 Rockefeller Plaza Circle 7-8300	Blue	RCA John H. McNeil George Benson	Phillips Carlin Robert L. Hutton Jr. George Milne	....
	WMCA	570	5,000	Knickerbocker Bcstg. Co. Inc. 1657 Broadway Circle 6-2200	....	Edward J. Noble, Owner E. E. Anderson, Pres. Donald S. Shaw Charles Stark	Walter Craig Maxwell Dane Frank Marx	Reiter (Chicago)
	WNEW	1280 ST-WHBI	5,000	Woodam Corp. 501 Madison Ave. Plaza 3-3300	....	Arde Bulova Bernice Judis Walter Duncan Herman Bess	William McGrath Alvan Sommerfield M. J. Weiner	Blair
	WOV	1130	10,000	Greater N. Y. Bcstg. Co. 730 Fifth Ave. Circle 5-7979	....	Arde Bulova Harry D. Henshel Harry D. Henshel	Mario S. Hutton .... Witman Hall	....

What's Up?

WATTS UP!

WNEW

NOW HAS TWICE THE POWER— YET COSTS NO MORE

(on contracts signed before Feb. 15!)

HURRY! HURRY! HURRY!

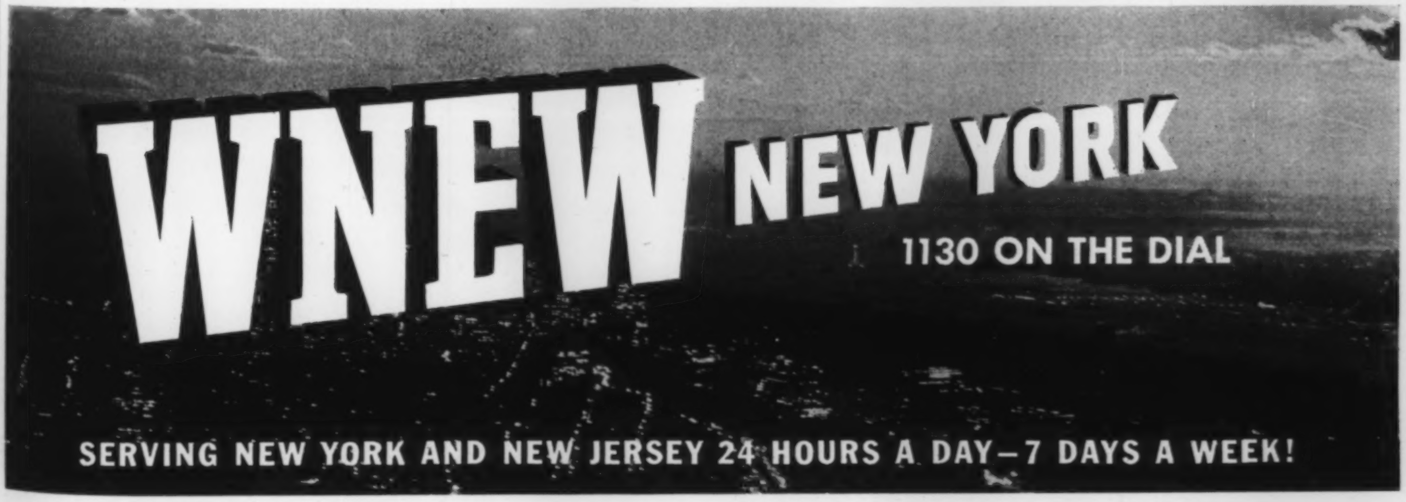
WITH its recent increase in wattage, WNEW comes into *hundreds of thousands* of new homes — *better* and *stronger*.

Yet — on all contracts signed before February 15, 1942 — this tremendously increased audience is *on the house!*

Now — it's doubly true: MORE PEOPLE IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER INDEPENDENT STATION! (according to independent surveys — sent on request).

And now — more than ever — WNEW is your best buy in America's best market — the station that moves *most* goods — *fastest* — and *at the least cost!*

REPRESENTED NATIONALLY **BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)**


WNEW
NEW YORK
1130 ON THE DIAL
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

these are eggshell days

XUM

THE MORE SUCCESSFUL the business the greater the competition. This is age-old economic law.

It applies to stations.

But never has it been as easy for leaders to crack as it is today.

The kind of selling and programming strategy which has kept WOR a consistent leader year after year is not necessarily the kind that will meet the split-second demands of the present.

WOR is keenly aware of this.

Always a leader in news and news analysis, WOR is now devoting more time, care and man-hours to this increasingly necessary and valuable commodity.

However, as the station to which more New York families—in every income group—listened to most during the day and evening from June through September★, WOR realizes that news is merely one responsibility.

Its duty, too—now more than ever before—is a morale one. Comedy and the light touch will come in for extra time and attention. No less will be the importance given to the pleasant gabble about shops, sports and life as it is lived. Here, too, will be the voice of a gay satirist, the laughter of children's hours, and music—from Stravinsky to Shaw—will be kept up near the top of the tube.

We believe that this awareness of change and quick adaptability — a quality so unique to radio! — will bring to WOR's advertisers — present and future, institutional and otherwise — the greater interest and response of thousands of listeners who have always displayed an unusually high degree of both qualities.

It will be their acknowledgment of the greater information and pleasure they have every right to expect — and demand. Particularly in days such as these.

WOR

—that power-full station

★ from first 4-month analysis of 25,000 face-to-face interviews — with all kinds of listeners in all kinds of homes — made for the "WOR Continuing Study of Radio Listening in Greater-New York."

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NEW YORK—Continued	*WNYC	830 L-WCCO	1,000	City of New York Municipal Bldg. Worth 2-5600	....	Mayor F. H. LaGuardia Morris S. Novik	Phillip H. Cohen .... Isaac Brimberg	....
	WOR	710	50,000	Bamberger Bcstg. Service Inc. 1440 Broadway Pennsylvania 8-6000	MBS	Alfred J. McCosker Theodore C. Streibert R. F. Maddux Eugene Thomas	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend (Pacific)
	WQXR	1560	5,000 SA-10,000 CP-10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	....	John V. L. Hogan Elliott M. Sanger Hugh K. Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	Foreman
	WWRL (Woodside)	1600 SH-WCNW	250 CP-5,000	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	....	William H. Reuman William H. Reuman William H. Reuman	Dudley J. Connolly Edith Dick William H. Reuman	....
NIAGARA FALLS....	WHLD	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	....	Alanson Chase Deuel Earl C. Hull Fin Hollinger	Ruth Prindle Fin Hollinger Robert J. Wilson	Headley-Reed
OGDENSBURG......	WSLB	1400	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 500	....	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Jack Paige Jack Paige Raymond E. Lafferty	DeLisser
OLEAN..............	WHDL	1450	250	WHDL Inc. Exchange Bank Bldg. 4149	Blue	E. B. Fitzpartick Thomas L. Brown Fred Meyer Jr.	Virgil C. Booth Thomas L. Brown Warren E. McDowell	McKinney
PLATTSBURG.......	WMFF	1340	250	Plattsburg Broadcasting Corp. Radio Center 1600	Blue	George F. Bissell George F. Bissell Edward Furman	Edward Barry Edward Barry Jack Nazak	....
POUGHKEEPSIE....	WKIP	1450	250	Poughkeepsie Broadcasting Corp. The Nelson House 6-800	Blue	Richard E. Coon Jr. Bruff W. Olin Jr. Bruff W. Olin Jr.	.... Bruff W. Olin Jr. John E. Burke	Headley-Reed
ROCHESTER........	WHAM	1180	50,000	Stromberg-Carlson Tel. Mfg. Co. 111 East Ave. Stone 1862	Blue	Wesley M. Angle William Fay J. W. Kennedy Jr.	Charles W. Siverson Arthur W. Kelly Kenneth Gardner	Hollingbery
	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine C. Wheeler	.... Bernard O'Brien	McKinney
	WSAY	1240	250	Brown Radio Service Taylor Bldg. Stone 702	MBS	Gordon P. Brown Gordon P. Brown	.... Gordon P. Brown	....
SARANAC LAKE.....	WNBZ	1320	100-D	Upstate Broadcasting Corp. 100 Main St. 1320	Blue	Carl Woese H. Scott Killgove John F. Grimes	Ruth O'Conell John F. Grimes Harold Warner	Hollingbery
SCHENECTADY.....	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC-Red	General Electric-NBC Kolin Hager Kolin Hager	A. O. Coggeshall Kenneth McAllister W. J. Purcell	....
SYRACUSE..........	WAGE	620	1,000-D	Sentinel Broadcasting Corp. Loew Bldg. 2-0277	MBS	Frank G. Revoir William T. Lane William B. Hines	Jack Curren Glenn Williams Charles Brannen	....
	WFBL	1390	5,000	Onondaga Radio Bcstg. Corp. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule Alfred R. Marcy	Free & Peters
	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	....	T. S. Marshall Louis W. Kaiser T. S. Marshall	Louis W. Kaiser .... David Foote	....
	WSYR	570	5,000	Central New York Bcstg. Corp. Starrett-Syracuse Bldg. 3-7111	Blue	Harry C. Wilder Harry C. Wilder Fred R. Ripley	Lansing B. Lindquist E. R. Vadeboncoeur A. G. Belle Isle	Raymer
TROY...............	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	....	W. O. Hotchkiss W. J. Williams M. B. Mahoney	A. Olin Niles W. C. Stoker H. D. Harris	....
	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	Blue	H. C. Wilder Fred R. Ripley William A. Riple	W. Woodbury Carter Jr. Cecil T. Walker A. H. Chismark	Raymer
UTICA..............	WIBX	1230	250	WIBX Inc. 187 Genesee St. 2-2101	CBS	Scott Howe Bowen Estate Elliott Stewart Leonard H. Garvey Nathan W. Cook	Elliott Stewart Nathan W. Cook John T. Dowdell	Reiter (Chicago) Biddick (Pacific Coast)
WATERTOWN.......	WATN	1240	250	Watertown Broadcasting Corp. 118 Washington St. 2424	....	G. Harry Righter John S. Van Cronkhite Alfred Dinsdale	John S. Van Cronkhite John S. Van Cronkhite Craig L. Whitman	Burn-Smith
	WWNY	1300 CP-790	500-D CP-1,000-U	Brockway Co. Hotel Woodruff 4120	....	Harold B. Johnson Thomas E. Martin Louis B. Saiff Jr.	Jean Clos Hibbard Ayer Jr. Robert Walter	....
WHITE PLAINS.....	WFAS	1240[1]	250	Westchester Broadcasting Co. White Plains	....	F. Noel Macy Frank A. Seitz	....	....

[1] WFAS operates simultaneously with WBRB and shares time with WGBB.

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.........	WISE	1230	250	Station WISE Inc. Langren Hotel 1213	NBC-Red	Harold H. Thoms Harold H. Thoms Baxter Barkley	Kenneth Beachboard	....
	WWNC	570	1,000 CP-5,000	Asheville Citizen-Times Co. 14 O. Henry St. 5500	CBS	Charles A. Webb Don S. Elias Don S. Elias John E. Thayer	Ezra McIntosh Harman I. Mosely Cecil B. Hoskins	....

WHEC

ROCHESTER

BASIC
CBS

National Representative - J. P. McKinney & Sons
New York Chicago San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

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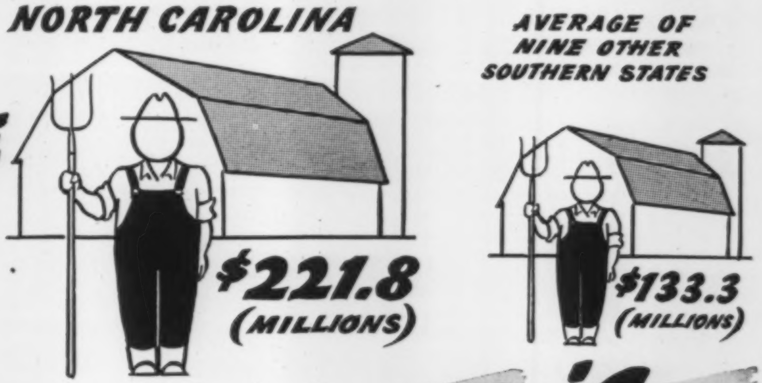
BURLINGTON	WBBB	920	1,000-D	Alamance Broadcasting Co. Inc. 310½ So. Main St. 2730	MBS	V. Wilton Lane E. Z. Jones Ernie Smith	Paul Huddleston E. Z.Jones Clyde Penny	....
CHARLOTTE	WAYS	610	1,000	Inter-City Advertising Co. Charlotte	Blue	George W. Dowdy	....	....
	WBT	1110	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—William S. Paley A. E. Joscelyn Royal E. Penny	Charles H. Crutchfield William F. Carley J. J. Beloungy	Radio Sales
	WSOC	1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC-Red MBS	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Jr. Paul W. Norris L. L. Caudle Jr.	Headley-Read
CONCORD	...... (Construction Permit)	1410	1,000-D	Wayne M. Nelson Concord	....	Wayne M. Nelson Wayne M. Nelson	....	....
DURHAM	WDNC	1490	250	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman Jr. C. J. Woodhouse	J. B. Clark J. F. Jarman Raymond Dalton	Wilson
ELIZABETH CITY	WCNC	1400	250	Albemarle Broadcasting Co. E. Colonial Ave. 1400	....	T. W. Aydlett T. W. Aydlett Paul Moyle	Paul Moyle .... William Rogers	....
FAYETTEVILLE	WFNC	1450	250	Cumberland Broadcasting Co. 114 Anderson St. 4848	....	W. C. Ewing W. C. Ewing C. D. Moore	Ted Ellis C. D. Moore Frank Stewart	Burn-Smith
GASTONIA	WGNC	1450	250	F. C. Todd Natl. Bank of Commerce Bldg. 732	Blue	F. C. Todd Pat McSwain F. C. Abernathy	Earl Holder Pat McSwain Clarence Morse	....
GOLDSBORO	WGBR	1400	250	Eastern Carolina Bcstg. Co. Inc. P. O. Box 1024 1550	....	A. T. Hawkins G. L. Winters G. L. Winters	Mrs. John Morris Harry Bright H. H. Lance	Associated
GREENSBORO	WBIG	1470	5,000	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Henry Sullivan Virginia Wilson McKinney Earl Allison	Hollingbery
	WGBG (Construction Permit)	980	1,000-D	Greensboro Broadcasting Co. Inc. Ashe St. Extension	....	Ralph M. Lambeth Ralph M. Lambeth Ralph M. Lambeth	.... Jim Stewart	....
GREENVILLE	WGTC	1490	250	Greenville Broadcasting Co. Box 898 3182	....	J. J. White Margaret J. Laughinghouse Jack Aley	Margaret Laughinghouse Jack Aley Bruce R. Mayo	....
HICKORY	WHKY	1400	250	Catawba Valley Bcstg. Co. Inc. Radio Bldg. 1195	Blue	C. V. Cline W. T. Hix W. T. Hix	W. T. Hix W. T. Hix E. S. Long	....
HIGH POINT	WMFR	1230	250	Radio Station WMFR Inc. 156½ So. Main St. 4593	Blue	James E. Lambeth Ralph M. Lambeth Pat Taylor	Stanley W. Conrad .... S. Howard Saunders	....
KINSTON	WFTC	1230	250	Jonas Weiland 210 E. King St. 1200	Blue	Jonas Weiland Jonas Weiland Jonas Weiland	Ray Woodard .... Glen Neuville	Burn-Smith
NEW BERN	WHIT (Construction Permit)	1450	250	Coastal Broadcasting Co. New Bern	....	Philip Howard	....	....
RALEIGH	WPTF	680	50,000	WPTF Radio Co. 20 E. Martin St. 8311	NBC-Red	J. R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner Joe Ahearn Henry Hulick Jr.	Free & Peters
	WRAL	1240	250	Capitol Broadcasting Co. Inc. 130 So. Salisbury St. 6411	MBS	A. J. Fletcher Fred Fletcher Frank M. Stearns	Margaret Early Fred Fletcher Stanley H. Brown	Weed
ROANOKE RAPIDS	WCBT	1230	250	J. Winfield Crew Jr. 251 Roanoke Ave. 855-1	Blue	J. Winfield Crew Jr. J. Winfield Crew Jr. Nathan Frank	Bert Schlanger Jarvis Rice Lewis Hiland	International
ROCKY MOUNT	WEED	1450	250	William Avera Wynne Rocky Mount 1420	Blue	William Avera Wynne William Avera Wynne George H. Arrington	Thomas Snowden Jr. Thomas Snowden Jr. I. G. Murphrey	....
SALISBURY	WSTP	1490	250	Piedmont Broadcasting Corp. Box 920 2121	MBS	Bryce P. Beard John W. Shultz F. F. Patterson	George L. Brantley John W. Shultz Carl B. Watson	Burn-Smith
WASHINGTON	WRRF (Construction Permit)	930	1,000-D	Tar Heel Broadcasting System Inc. Washington	....	W. R. Roberson Sr.	....	....
WILMINGTON	WMFD	1400	250	Richard Austin Dunlea Box 696 4840	Blue	R. A. Dunlea R. A. Dunlea Claude O'Shields	H. W. Lee .... R. D. England	Burn-Smith
WILSON	WGTM	1340	250	WGTM Inc. 115 W. Nash St. 2188	....	H. W. Wilson P. T. Watson Allen Wannamaker	Clint Faris Allen Wannamaker W. H. Malone	Burn-Smith
WINSTON-SALEM	WAIR	1340	250	C. G. Hill, G. D. & S. H. Walker 101 W. Fourth 2-1133	MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	International
	WSJS	600	250 CP-1,000	Piedmont Publishing Co. 419 No. Spruce St. 4141	NBC-Red	Gordon Gray Norris L. O'Neil Harold Essex	John E. Miller Harold Essex Philip Hedrick	Headley-Reed

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

Source: — Department of Agriculture, 1940



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red

50,000 WATTS

FREE & PETERS, INC. National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1942)

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BISMARCK.........	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer P. J. Meyer F. E. Fitzsimonds	W. R. Griffin .... Ivar Nelson	Blair
DEVILS LAKE......	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Dal Stallard .... Richard Moritz	....
FARGO.............	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	E. C. Reineke E. C. Reineke B. J. Lavin	Ken Kennedy Bill Dean Julius Hetland	Free & Peters
GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000–LS 500–N	University of North Dakota Grand Forks 2800	....	U. of No. Dakota Prof. D. R. Jenkins	.... E. J. O'Brien	....
	KILO	1440 SH-KFJM	1,000–LS 500-N	Dalton LeMasurier First National Bank Bldg. 1200	....	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Helen LaVelle .... Harvey Kees	Foreman
JAMESTOWN.......	KRMC	1400	250	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	MBS No. Central	John W. Boler B. Harland Ohde B. Harland Ohde	John D. Stebbins .... Lloyd R. Amoo	....
MANDAN...........	KGCU	1270	250	Mandan Radio Assn. Mandan	MBS	H. C. Schulte	....	....
MINOT.............	KLPM	1390	1,000	John B. Cooley Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Lillian Berke E. H. Cooley C. W. Baker	Walker
VALLEY CITY.......	KOVC	1490	250	KOVC Inc. Rudolf Hotel Bldg. 408	....	Milton Holiday Robert E. Ingstad Robert E. Ingstad	Harry Meyers Charles Sjostrom Stanley Guth	....

OHIO

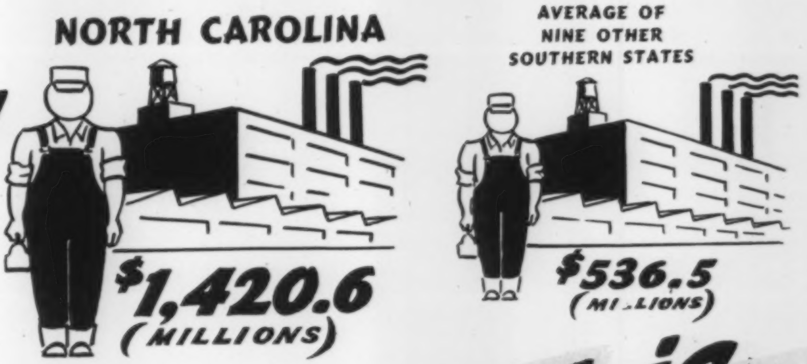
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AKRON.............	WAKR	1590	1,000 SA-5,000–LS SA-1,000–N CP-5,000–U	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Deane S. Long V. G. Berk Don Dayton	International
	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	Harold Hageman R. B. Wilson John Aitkenhead	Hollingbery
	WJW	1240	250	WJW Inc. 41 So. High St. Jefferson 6111	MBS	Bill O'Neil Bill O'Neil Bill O'Neil	Bill Griffiths Jack Looker Gerald Roberts	Headley-Reed
ASHTABULA........	WICA	970	1,000–D	WICA Inc. 221 Center St. 1211	....	C. A. Rowley C. B. Rowley R. C. Marvin	W. W. Walrath Al Newkirk G. G. Gautney	Walker
CANTON...........	WHBC	1230	250	Ohio Broadcasting Co. 550 Market Ave. So. 7166	MBS	Brush-Moore Newspapers Felix Hinkle Robert Fehlman	.... Robert Fehlman Kenneth L. Sliker	....
CINCINNATI........	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson Fred A. Palmer	Rex Davis Al Bland Helen Rees C. H. Topmiller	Free & Peters
	WCPO	1230	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	....	Jack R. Howard Mortimer C. Watters John Patrick Smith	Evelyn Eppinger John Patrick Smith Glen A. Davis	Branham
	WKRÇ	550	5,000–LS 1,000–N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS	Hulbert Taft Sr. Hulbert Taft Jr. Ken Church	Brad Simpson Ken Church John M. Tiffany	Katz
	WLW	700	50,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. J. D. Shouse R. E. Dunville	George Biggar B. Strawway M. F. Allison R. J. Rockwell	....
	WSAI	1360	5,000	Crosley Corp. 1329 Arlington St. Kirby 4800	Blue	Powel Crosley Jr. James D. Shouse D. H. Long A. S. Grinalds	C. H. Shadwell Ewald Kockritz R. J. Rockwell	International
CLEVELAND........	WCLE	610	500–D	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens H. K. Carpenter K. K. Hackathorn	R. W. Richmond Robert Greenberg E. L. Gove	Radio Adv.
	WGAR	1480	5,000–LS 1,000–N	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr Harry Camp	Carl George Ellis VanderPyl R. Morris Pierce	Petry
	WHK	1420	5,000	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	Blue MBS	John S. McCarrens H. K. Carpenter K. K. Hackathorn	R. W. Richmond Robert Greenberg E. L. Gove	Radio Adv.
	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N.E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS.........	WBNS	1460	5,000–LS 1,000–N	WBNS Inc. First National Bldg. Adams 9265	CBS	Robert H. Wolfe Richard A. Borel W. I. Orr Robert D. Thomas	Jack Price Jim Yerian Lester H. Nafzger	Blair

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN INDUSTRY

VALUE of MANUFACTURED PRODUCTS

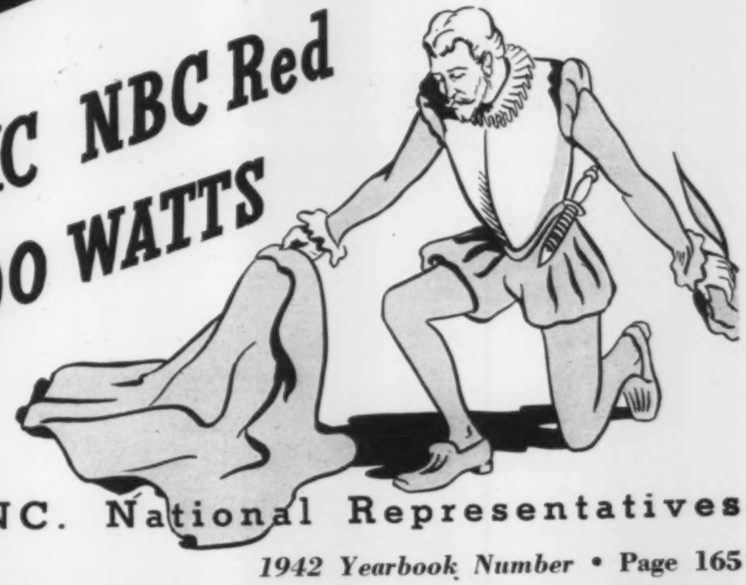
Source: — Census of Manufactures, 1939



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red

50,000 WATTS



FREE & PETERS, INC. National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
COLUMBUS—Continued	WCOL	1230	250	WCOL Inc. 33 N. High St. Main 4581	NBC	Kenneth Johnston Neal A. Smith Neal A. Smith	Edward Bronson Edward Bronson James A. Lowe	Weed
	WHKC	640 L-KFI	500	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson H. H. Hoessly	George Beebout H. H. Hoessly E. J. Anderson	Radio Adv.
	*WOSU	820 L-LS Dallas	5,000	Ohio State University University Campus University 3148	....	Howard L. Bevis R. C. Higgy	C. W. Pettegrew .... A. L. Hammerschmidt	....
DAYTON............	WHIO	1290	5,000	Miami Valley Broadcasting Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr. James M. LeGate Robert H. Moody	Lester G. Spencer Garland Baldwin Ernest L. Adams	Hollingbery
	WING	1410	5,000	Great Trails Broadcasting Corp. 121 No. Main St. Adams 3288	Blue	Charles Sawyer Ronald B. Woodyard C. J. Thornquest Richard A. Ruppert	Charles D. Miller Francis J. Riordan Paul F. Braden	Raymer
FINDLAY...........	WFIN	1330	1,000-D	Findlay Radio Co. Findlay	....	Cloyce W. Oxley	....	....
LIMA...............	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC-Red	George B Storer Ralph G. Elvin Ralph G. Elvin	Frank D. Heibeck Ralph G. Elvin Russell Shettler	....
MANSFIELD........	WMAN	1400	250	Richland Inc. 144½ Park Ave. W. 4235	....	Monroe F Rubin Orville E. Fields Orville E. Fields	Harry Lytle Orville E. Fields Perry Wilson	....
MARION...........	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 2516	....	Robert T. Mason R. T. Mason R. T. Mason	Stanley A. Miller E. W. Fox S. Robert Morrison	....
PORTSMOUTH.....	WPAY	1400	250	Vee Bee Corp. 1009 Gallia St. 1010	MBS	Brush-Moore Newspapers Inc. Chester A. Thompson Ralph H. Patt Jr. Ralph H. Patt Jr.	William Aldridge Ralph H. Patt Jr. Maurice L. Myers	Cox & Tanz
SPRINGFIELD......	WIZE	1340	250	Radio Voice of Springfield Inc. 115 W. High St. 4955	Blue	Charles Sawyer Reggie Martin Reggie Martin	James P. Turner James P. Turner Arthur Martin	....
STEUBENVILLE.....	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS	Myer Weisenthal John J. Laux John J. Laux	John L. Merdian John J. Laux Joseph M. Troesch	....
TOLEDO...........	WSPD	1370	5,000	Fort Industry Co. Broadcast Bldg. Adams 3175	NBC-Red	George B. Storer Jr. J. Harold Ryan E. Y. Flanigan	Russell A. Gohring Eugene B. Vaughn William Stringfellow	Katz
	WTOL	1230	250	Community Broadcasting Corp. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gardner Wallace	Jean Wright Dick Roll Frank B. Ridgeway	Radio Adv.
WARREN...........	WRRN	1400	250	Nied & Stevens Second Natl. Bank Bldg. 4490	....	Frank T. Nied P. H. Stevens R. L. Bowles R. L. Bowles	Marguerite Petran .... J. F. Ranney	....
YOUNGSTOWN.....	WFMJ	1450	250	Radio Station WFMJ 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Len Nasman	Lee Bland Len Nasman Frank Dieringer	Headley-Reed
	WKBN	570	1,000-LS 500-N CP-5,000-U	WKBN Broadcasting Corp. 17 No. Champion St. 4-2122	CBS	W. P. Williamson Jr. J. L. Bowden C. Alden Baker	Gene Trace Georgia Davidson B. T. Wilkens	Raymer
ZANESVILLE........	WHIZ	1240	250	Southeastern Ohio Bcstrs. Inc. Lind Arcade Bldg. 644	NBC	George B. Storer Stanton P. Kettler Stanton P. Kettler	Allen Haid Allen Haid William A. Hunt	Blair

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ADA................	KADA	1230	250	C. C. Morris North Broadway 1212	Blue Oklahoma	C. C. Morris James M. Griffith James M. Griffith	Roger McIntire .... T. Aaron Golladay	....
ARDMORE.........	KVSO	1240	250-LS 100-N	Ardmoreite Pub. Co. Inc. 114 No. Washington 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton Gene Riesen George Milner	....
BARTLESVILLE.....	KWON (Construction Permit)	1400	250	Bartlesville Broadcasting Co. Bartlesville	....	Norman Gast T. Fred Case	....	
ELK CITY..........	KASA	1240	100	E. M. Woody Casa Grande Hotel 730	....	E. M. Wood F. E. Mayhew F. E. Mayhew	F. Leon Dean F. E. Mayhew Howard Rex Morris	....
ENID................	KCRC	1390	1,000	Enid Radiophone Co. Willow & Kennedy Sts. 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Jack Ireland Jack Ireland A. B. Clopton	....
LAWTON...........	KSWO	1150	250-D	Carver & Ross Radio Broadcasters Box 984 2370	....	Willard Carver Byrne Ross Byrne Ross Eugene Baker	Winifred Stabler Hoke Ross C. M. Easum	....
MUSKOGEE........	KBIX	1490	250	Clara M. Bixby Estate Barnes Bldg. 303	Blue Oklahoma	Tams Bixby Jr. O. C. Benjamin O. C. Benjamin	Dorotha Mae Smith O. C. Benjamin Earl Homer Graves	Branham

WKBN

YOUNGSTOWN · OHIO

Columbia Network

NOW ON

FULL TIME!

570 KC

DAY, 1000 WATTS
NIGHT, 500 WATTS

Coming Soon
5000 WATTS

Plan your next sales campaign to include complete Youngstown coverage with its suburban and plus market. Utilize the improved facilities of WKBN (570 KC), the only **FULL TIME REGIONAL NETWORK STATION** serving the Youngstown market . . . blanketing Eastern Ohio and Western Pennsylvania with strong, clear, interference-free reception. Use WKBN to tap this rich industrial area of more than a million purchasers.

NATIONAL REPRESENTATIVE . . . PAUL H. RAYMER COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NORMAN............	*WNAD	640	1,000–D	University of Oklahoma Union Tower 900, Station 124	....	U of Oklahoma H. R. Heck	H. H. Leake .... Royden R. Freeland	....
OKLAHOMA CITY...	KOCY	1340	250	Plaza Court Bcstg. Co. 1108 Classen Blvd. 3-4333	MBS	John D. Thomas Matthew H. Bonebrake J. J. Bernard	John Hollis .... G. W. Brock	Burn-Smith
	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin W. C. Gillespie Jack Howell	Raymond Ruff Lyle Griffin M. W. Thomas	Free & Peters
	KTOK	1400	250	Oklahoma Bcstg. Co. Inc. 1800 W. Main St. 3-8352	Blue Oklahoma	Harold V. Hough Robert D. Enoch Robert D. Enoch	Russell V. Miller Bus Ham A. B. Tullius	....
	WKY	930	5,000–LS 1,000–N CP-5,000–U	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Gayle V. Grubb Ralph Miller	John I. Prosser .... H. J. Lovell	Katz
OKMULGEE........	KHBG	1240	250	Okmulgee Broadcasting Corp. Okmulgee	....	Pat Buford Pat Buford Pat Buford	....	....
PONCA CITY.......	WBBZ	1230	250	Adelaide L. Carrell Ponca City	....	Adelaide L. Carrell	....	....
SHAWNEE..........	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Joseph W. Lee Weldon Stamps	Frank Jackson Maxine Eddy S. Ricciotti	....
TULSA..............	KOME	1340	250	Oil Capitol Sales Corp. 916 S. Boston 3-4121	Blue MBS Oklahoma	Harry Schwartz John M. Whitney Harold Grimes	Bill Conine Jean Schaeffer Leland Saey	....
	KTUL	1430	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin William C. Gillespie Lawson Taylor	Jack Edmunds John Esau Nathan Wilcox	Free & Peters
	KVOO	1170	25,000 SA-50,000–LS SA-25,000–N CP-50,000–U	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	W. G. Skelly Wm. B. Way Willard D. Egolf	Edward C. Coontz Walter L. Dennis L. W. Stinson	Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY............	KWIL	1240	250	Central Willamette Bcstg. Co. 15th & Elm Sts. 870	MBS Don Lee	W. L. Jackson Chet Wheeler Hal Byer	Herbert Davidson Ken Davis Paul Spargo	....
ASTORIA...........	KAST	1230	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	MBS	M. R. Chessman James C. Wallace Frank E. Marrion	Sylvia L. Chandler James C. Wallace Raymond H. Williams	Cox & Tanz Biddick
BAKER.............	KBKR	1490	250	Baker Broadcasting Co. First & Court Sts. 140	....	Glenn McCormick Glenn McCormick C. A. Buckmiller	Kenneth Holden C. A. Buckmiller Sidney Williams	Associated
BEND..............	KBND	1340	250	Bend Bulletin 736 Wall 848	....	Robert W. Sawyer Frank H. Loggan John G. Jones	Eunice Flowers Frank H. Loggan Robert Dickinson	....
CORVALLIS.........	*KOAC	550	1,000 CP-5,000–LS 1,000–N	Oregon State Agricultural College Corvallis 526	....	State of Oregon Dr. V. V. Caldwell	Dr. V. V. Caldwell .... Grant S. Feikert	....
THE DALLES.......	KODL	1230	250–LS 100–N	Western Radio Corp. The Dalles 2300	....	V. B. Kenworthy Glenn Howell Robert Maillie	Richard Pooley Glenn Howell Paul Waldon	....
EUGENE............	KORE	1450	250	Eugene Broadcast Station Route 3 3	MBS Don Lee	Frank L. Hill Frank L. Hill Frank L. Hill	Dolph Janes Dolph Janes Harold Gander	....
GRANTS PASS......	KUIN	1340	250	Southern Oregon Bcstg. Co. Box 43 192	....	Southern Oregon Bcstg. Co. Don H. Telford Lawrence L. King	Clarence L. Bauer Don H. Telford Edward A. Malone	....
KLAMATH FALLS...	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lee Jacobs Lon Hunt	....
LaGRANDE.........	KLBM	1450	250	Ben Stone 1120½ Adams Ave. 220	....	Ben E. Stone A. E. Reardon A. E. Reardon	Don Bailey .... Miles L. Shepherd	....
MARSHFIELD......	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett Ben E. Stone Mark F. DeLaunay	Leslie E. Cabe Francie Waterbury Philip Morgan Roger L. Spaugh	Burn-Smith
MEDFORD.........	KMED	1440	1,000	Mrs. W. J. Virgin Medford 4000	NBC	Mrs. W. J. Virgin Lee Bishop Lee Bishop	Gladys Lamarr Art Adler Dave Rees	....
PENDLETON.......	KWRC	1240	250	Western Radio Corp. Pendleton	....	V. Barney Kenworthy Henry Hogue Del F. Fitzpztrick	Marvin Johnston .... Marvin Johnston	....

XUM

MORE FOR THE MONEY

Smart buyers of Radio Advertising KNOW they get "more-for-their-money" from selling messages that go *straight* into the most active markets.

Oklahoma . . . blanketed by KOMA-KTUL . . . is a busy prosperous place under normal conditions . . . BUT NOW, it's booming under the pressure of National Defense.

KOMA-KTUL under one management . . . joined by a permanent broadcast line . . . *each,* with a powerful 5,000 watt full time voice . . . *each,* Columbia Network affiliated . . . gives you a powerful signal throughout the Oklahoma market for the price that you would normally expect to pay for only one station.

And you receive a bonus, too! . . . BOTH stations offer "Award-Winning" merchandising and promotion service unexcelled by any other station or group of stations . . . which is why we say, "When you buy KOMA-KTUL you actually get MORE FOR THE MONEY!"

KOMA-KTUL Within the confines of this combination are:

PRIMARY MARKET: Population — 1,378,541. Radio Families — 286,580. Sales Tax — $7,134,761 or 69.1% of total. Personal Property — $105,690,341 or 67.5% of total.

PRIMARY AND SECONDARY MARKET: Population — 2,072,375. Radio Families — 418,680. Sales Tax — $9,823,736 or 95.3% of total. Personal Property — $147,998,100 or 94.2% of total.

Source: CBS Audit of Market Data

"Oklahoma's Winning Combination"

KOMA-KTUL

Oklahoma City **BOTH 5000 WATTS** **Tulsa**

Represented by FREE & PETERS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PORTLAND— **Contintued**	KALE	1330	5,000	KALE Inc. Box 1031 Atwater 3333	MBS Don Lee	C. W. Myers C. Roy Hunt C. Roy Hunt Ted Kooreman	H. M. Swartwood Jr. Harry Buckendahl Charles E. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1450 ST-KXL	100	Benson Polytechnic School Portland	....	Benson Poly. School	....	....
	KEX	1190	5,000	Oregonian Publishing Co. 537 S. W. Sixth Ave. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Paul Connet	Ralph W. Rogers Jack Eichenberger Harold Singleton	Petry
	KGW	620	5,000	Oregonian Publishing Co. 537 S. W. Sixth Ave. Atwater 2121	NBC-Red	Carline P. Leadbetter Arden X. Pangborn Paul Connet	Ralph W. Rogers Jack Eichenberger Harold Singleton	Petry
	KOIN	970	5,000	KOIN Inc. Box 1031 Atwater 3333	CBS	C. W. Myers C. Roy Hunt Harry. H. Buckendahl	H. M. Swartwood Jr. Charles E. Couche Louis S. Bookwalter	Free & Peters
	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. Broadway Theatre Bldg. Atwater 4393	....	Wilbur J. Jerman John C. Egan W. Carey Jennings W. Carey Jennings	Art Morey .... Wilbur J. Jerman	Griffith (Pacific Coast)
	KXL	750 L-WSB	10,000	KXL Broadcasters 1101 S. W. Washington Broadway 6451	....	Frances R. Symons Frances R. Symons Howard Jackobson	Virginia Page Symons	....
ROSEBURG..........	KRNR	1490	250	News-Review Co. Umpqua Hotel 4	MBS Don Lee	Harris Ellsworth Marshall Pengra Marshall Pengra	Gilbert Walters Max Frye Henry J. Chandler Jr.	....
SALEM..............	KSLM	1390	1.000	Oregon Radio Inc. 633 No. Front St. 6131	....	H. B. Read H. B. Read H. B. Read	Malcolm Mitchell Malcolm Mitchell Goodwin Lein	....

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALLENTOWN.......	WSAN-WCBA	1470	500 CP-5,000	Lehigh Valley Bcstg. Co. 39 No. Tenth St. 9511	NBC	J. C. Schumberger Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder	....
ALTOONA..........	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC	George P. Gable Roy F. Thompson Roy F. Thompson	.... George Burgoon	Headley-Reed
BUTLER............	WISR	680	250-D	David Rosenblum 357 No. Main St. 4701	....	David H. Rosenblum James L. Cox James L. Cox	Everett H. Neill James L. Cox Clifford L. Gorsuch	....
DuBOIS.............	WCED	1230	250	Tri County Bcstg. Co. Inc. 80 Park Place 1700	....	H. T. Gray J. S. Gray J. S. Gray	J. M. Andrews .... D. W. Jefferies	....
EASTON............	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman Harold Barbour J. E. Mathiot	Raymer
ERIE...............	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Rocco L. Tito	John Bradford .... Otis Atherton	International
	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	James Hamilton .... Clarence Baker	....
GREENSBURG......	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	....	H. J. Brennen George J. Podeyn Robert M. Thompson	Howard L. Hoffman .... Walter W. McCoy	International
GROVE CITY.......	*WSAJ	1340-SH	100	Grove City College Crawford Hall 778	....	Grove City College H. W. Harmon	Rae G. Walters .... Dale Surock	....
HARRISBURG.......	WHP	1460	5,000-LS 1,000-N	WHP Inc. Telegraph Bldg. 4-3211	....	E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	E. K. Smith Dick Redmond R. S. Duncan	Blair
	WKBO	1230	250	Keystone Broadcasting Corp. 31 No. Second St. 4-0191	NBC MBS	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell George O. Smith J. E. Mathiot	Raymer
HAZLETON.........	WAZL	1450	250	Hazleton Bcstg. Service Inc. Hazleton National Bank Bldg. 1488	MBS	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito Henry Cohn J. E. Mathiot	Raymer
JOHNSTOWN.......	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC	J. C. Tully J. C. Tully J. C. Tully	J. P. Foster .... Nevin Straub	Headley-Reed
LANCASTER........	WGAL	1490	250	WGAL Inc. 8 W. King St. 5252	NBC MBS	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanziola Terrence McGough J. E. Mathiot	Raymer
LEWISTOWN.......	WMRF	1490	250	Lewistown Broadcasting Co. 30 W. Market St. 757	....	Walter Fasnot Joseph M. Nassau Harold P. Hanna	Joseph M. Nassau Harold P. Hanna Bernard Boph	Burn-Smith
NEWCASTLE.......	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	....	S. W. Townsend Arthur W. Graham Arthur Pryor	Arthur W. Graham Arthur W. Graham Robert Emch	International

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"MORE BUSINESS FOR YOU IN '42"

USE KGW

PORTLAND, OREGON

"THE KEY TO THE GREAT WEST"

620 KC — 5,000 Watts Day & Night

National Broadcasting Co. RED Network
National Representatives—EDWARD PETRY & CO., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

q—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
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(Data corrected to January 1, 1942)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NEW KENSINGTON.	WKPA	1150	250–D	Allegheny-Kiski Broadcasting Co. 810 Fifth Ave. 3534	....	C. Russell Cooper Edward J. Kroen Edward J. Kroen	Harold Terkell Edward J. Kroen	....
PHILADELPHIA.....	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse E. & M. Co. Leslie W. Joy B. A. McDonald	James P. Begley Harold M. Coulter Ernest H. Gager	NBC
	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	{Leon Levy {Isaac D. Levy Leon Levy Alex Rosenman	Stan Lee Broza Joseph T. Connolly {J. G. Leitch {George Lewis, Acting	Raymer (Pacific Coast) Bannan (Boston) Reiter (Chicago)
	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	Alexander W. Dannenbaum Sr. P. J. Stanton Alexander W. Dannenbaum Jr.	Harold Davis Alexander W. Dannenbaum Jr. Frank Unterberger	....
	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue	Samuel R. Rosenbaum Roger W. Clipp John E. Surrick	Edward C. Obrist William B. Caskey Arnold Nygren	Katz
	WHAT	1340 ST-WTEL	100	Independence Bcstg. Co. Inc. Ledger Bldg. Lombard 2390	....	J. David Stern Milton Laughlin	.... S. R. Connelly	....
	WIBG	990	1,000–D CP-10,000–U	Seaboard Radio Bcstg. Corp. 1423 Walnut St. Rittenhouse 9182	....	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	....
	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 So. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Murray Arnold Edward Wallis Clifford Harris	....
	WPEN	950	5,000	William Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490	....	Arde Bulova Arthur Simon Arthur Simon	Lewis L. London {Raymond Gathrid {Ira Walsh Charles W. Burtis	....
	WTEL	1340 ST-WHAT	100	Foulkrod Radio Engineering Co. 4310 N. Broad St. Gladstone 1310	....	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs .... Gray D. MacLaughlin Jr.	....
PITTSBURGH.......	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC-Red	Westinghouse— Walter C. Evans James B. Rock J. S. de Russy	Franklin Tooke W. B. McGill D. A. Myer	NBC
	KQV	1410	1,000	KQV Broadcasting Co. 411 Seventh Ave. Grant 4860	Blue	H. J. Brennen George S. Wasser Robert M. Thompson Sr.	Ray Shannon George S. Wasser Walter W. McCoy	International
	WCAE	1250	5,000	WCAE Inc. Wm. Penn Hotel Atlantic 6900	MBS	Leonard Kapner (Hearst Radio) Leonard Kapner Willard Schroeder	Clifton Daniel James Murray James Schultz	Katz
	WJAS	1320	5,000–LS 1,000–N CP-5,000–U	Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860	CBS	H. J. Brennen H. J. Brennen Robert M. Thompson Sr.	James M. Hughes Robert M. Thompson Sr. Walter W. McCoy	Rambeau
	WWSW	1490	250	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	....	Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price	Walter E. Sickles John Wilkoff Henry R. Kaiser	....
READING...........	WEEU	850	1,000–D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey Robert G. Magee	Paul J. Breedy Robert G. Magee Harold O. Landis	Hollingbery
	WRAW	1340	250	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson .... Harold O. Landis	Hollingbery
SCRANTON.........	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	MBS	Martin F. Memolo Martin F. Memolo Dale Robertson	Hal Barton George Field Adolph Oschmann	Hollingbery
	WGBI	910 ST-WQAN	1,000–LS 500–N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair
	*WQAN	910 ST-WGBI	1,000–LS 500–N	Scranton Times Scranton	....	E. J. Lynett	....	....
SHARON...........	WPIC	790	1,000–D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 4113	....	John Fahnline Jr. John Fahnline Jr. J. T. VanSweringen	Paul Gamble .... A. C. Heck	Wilson
SUNBURY..........	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 No. Front St. 1325	....	H. H. Haddon Melvin Lahr Homer Smith	Paul Miller Reg Merridew Clifford Kerstetter	Cox & Tanz
UNIONTOWN.......	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Michael E. Slagel	Sullivan Sages Karl Janssen Sherwood Glotfelty	Radio Advertising
WASHINGTON......	WJPA (Construction Permit)	1450	250	Washington Broadcasting Co. George Washington Hotel	....	Louis Berkman John J. Laux John Croft	Stanley Schultz John Croft Joseph M. Troesch	....
WILKES-BARRE.....	WBAX	1240	100	Radio Station WBAX 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. .... Jones Evans	Ken Beghold Jones Evans J. H. Stenger Jr.	....
	WBRE	1340	250	Radio Station WBRE 62 So. Franklin St. 3-3101	NBC	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Franklin D. Coslett A. C. Baltimore Charles Sakoski	....

BULLSEYES

AIMED AT THE THIRD
LARGEST MARKET IN
THE COUNTRY—
PHILADELPHIA

5,000 WATTS

24 HOURS A DAY

7,435,612 LISTENERS

MUTUAL BROADCASTING SYSTEM

610 ON THE DIAL **WIP** THE BUY OF 1942

"PHILADELPHIA'S PIONEER VOICE"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WILLIAMSPORT....	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6116	....	E. M. Case George E. Joy Thomas W. Metzger	Irving A. Berndt Jr. J. Wright Mackey Louis N. Persio	McKinney
YORK..............	WORK	1350	1,000	York Broadcasting Co. 13 So. Beaver St. 6629	NBC MBS	Clair R. McCollough Harold Miller Harold Miller	Otis Morse John Neff J. E. Mathiot	Raymer
	WSBA (Construction Permit)	900	1,000-D	Susquehanna Broadcasting Co. York	....	Louis J. Appell	....	....

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PAWTUCKET.......	WFCI	1420	1,000	Pawtucket Broadcasting Co. 450 Main St. Perry 9540	MBS Colonial	{Howard W. Thornley {Frank F. Crook Paul Oury Theodore F. Allen	George Sutherland Paul Oury Howard W. Thornley	Headley-Reed
PROVIDENCE.......	WEAN	790	5,000-LS 1,000-N CP-5,000-U	Yankee Network Inc. Crown Hotel Dexter 1500	Blue MBS Yankee Colonial	John Shepard 3rd Malcolm S. Parker Malcolm S. Parker	Rose M. Powers {James S. Powers {F. Carlton McVarish Harold Tilley	Petry
	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC-Red	Mortimer L. Burbank John J. Boyle John J. Boyle	John J. Boyle .... Thomas C. J. Prior	Weed
	WPRO	630	5,000	Cherry & Webb Broadcasting Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. William T. Bush Hervey Carter	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.........	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall W. Ennis Bray W. Ennis Bray	Bob Easley G. Paul Browne Robert L. Easley	International
CHARLESTON......	WCSC	1390	1,000-LS 500-N	South Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Charles A. McMahon Roland Weeks James M. Weaver	Free & Peters
	WTMA	1250	250 CP-1,000	Atlantic Coast Broadcasting Co. 134 Meeting St. 2-2961	NBC-Red	Evening Post Pub. Co. Robert E. Bradham (Acting) Walter P. Speight Jr.	C. Wylie Calder .... Douglass M. Bradham	Hollingbery
COLUMBIA.........	WCOS	1400	250	Carolina Advertising Corp. 1202 Main St. 2-5601	Blue MBS	A. B. Langley Roy A. Powell Roy A. Powell	William C. Bochman William C. Bochman C. A. Thoman	International
	WIS	560	5,000-LS 1,000-N CP-5,000-U	Liberty Life Insurance Co. 1811 Main St. 2-2135	NBC-Red	W. Frank Hipp G. Richard Shafto J. D. Saumenig	Floyd D. Rogers Jr. Robert E. Ellison Scott Helt	Free & Peters
FLORENCE.........	WOLS	1230	250	Florence Broadcasting Co. Sanborn Hotel 48	NBC-Red	Melvin H. Purvis Melvin H. Purvis H. Russ Holt	Rod Dorsey H. Russ Holt Robert M. Wallace	Cox & Tanz
GREENVILLE.......	WFBC	1330	5,000-LS 1,000-N CP-5,000-U	Greenville-News-Piedmont Co. Poinsett Hotel 362	NBC-Red	Roger C. Peace B. T. Whitmire W. H. Clews	Norvin C. Duncan James Dawson W. C. Etheredge	Weed
	WMRC	1490	250	Textile Broadcasting Co. Box 1499 5730	Blue MBS	R. A. Jolley R. A. Jolley Ralph Horton	Eddie Campbell Ben Eberhart George D. Tate	....
GREENWOOD......	WCRS	1450	250	Grenco Inc. Willson St. 4300	NBC-Red	Douglas Featherstone Dan Crosland William H. Davis	Newton S. Smyth .... Fred U. Wamble	....
SPARTANBURG.....	WORD	1400	250	Spartanburg Advertising Co. Inc. 155 So. Liberty St. 2900	Blue	A. B. Taylor Walter J. Brown J. W. Kirkpatrick	William Ratcliffe .... Ralph Bennett	Hollingbery
	WSPA	950	5,000-LS 1,000-N	Spartanburg Advertising Co. Inc. 155 So. Liberty St. 2900	CBS	A. B. Taylor Walter J. Brown J. W. Kirkpatrick	Sterling Wright R. F. Anthony Ralph S. Bennett	Hollingbery
SUMTER...........	WFIG	1340	250	J. Samuel Brody 39 N. Main St. 93	....	Julius S. Brody T. Doug Youngblood T. Doug Youngblood	Eddie Carlos Dorothy Boney Paul Petrowski	....

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN.........	KABR	1420	5,000	Aberdeen Broadcast Co. 117½ So. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	E. C. Pieplow .... Delbert T. Hunt	Weed
PIERRE............	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	....	Ida A. McNeil, Executrix Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz

THOSE IN THE KNOW

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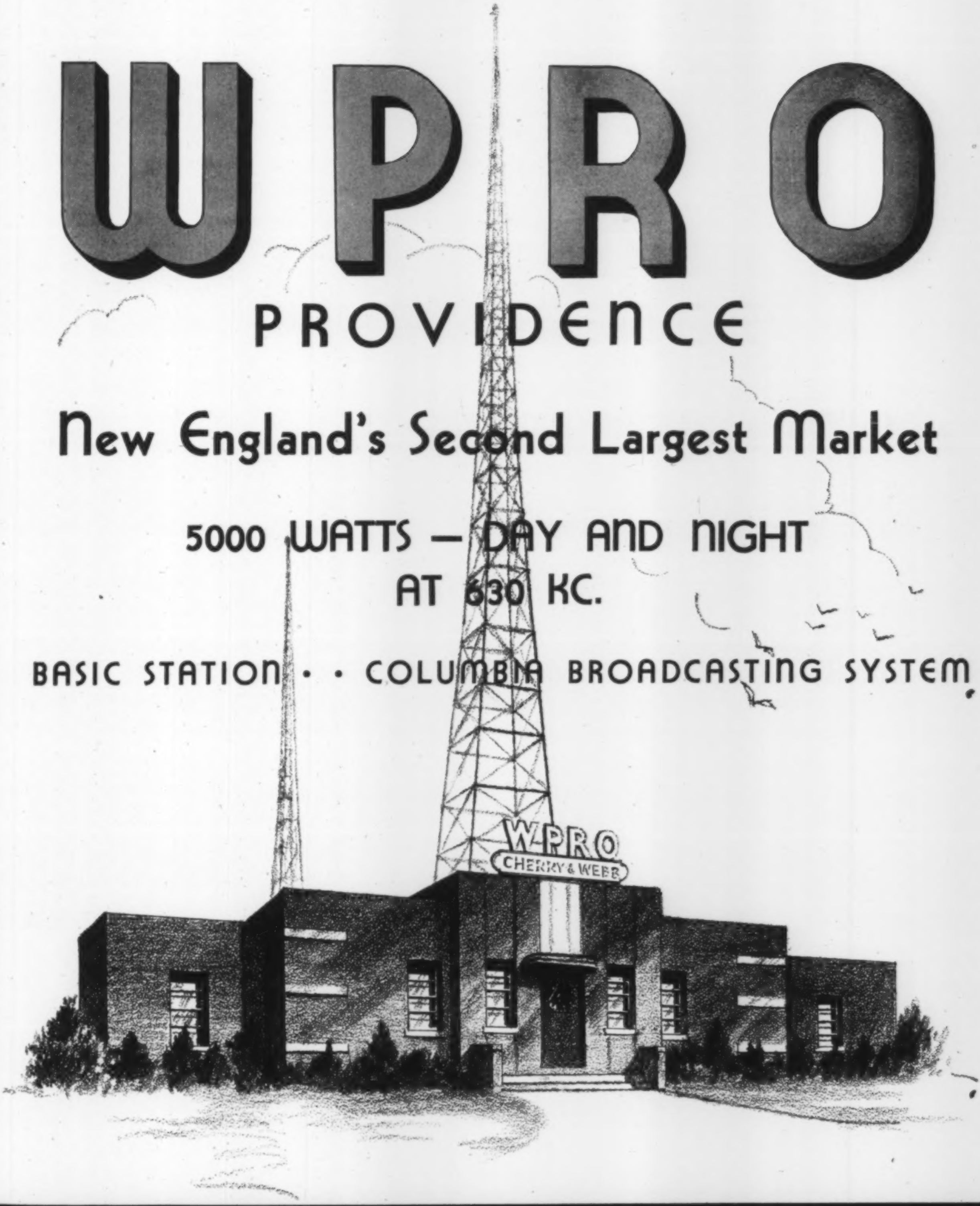
PROVIDENCE

New England's Second Largest Market

5000 WATTS — DAY AND NIGHT
AT 630 KC.

BASIC STATION • • COLUMBIA BROADCASTING SYSTEM



NATIONAL REPRESENTATIVE • • PAUL H. RAYMER CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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SOUTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
RAPID CITY........	KOBH	1400	250	Black Hills Bcst. Co. of Rapid City Alex Johnson Hotel 2000	....	Carl A. Quarnberg Robert J. Dean George E. Bruntlett	Harry Turner George E. Bruntlett M. J. Jones	....
	*WCAT	1230-SH	100–D	S. D. State School of Mines Rapid City	....	State of S. D.	....	....
SIOUX FALLS.......	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 So. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George Hahn	.... S. Fantle Jr. Max Staley	Wilson
	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 So. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George Hahn	.... S. Fantle Jr. Max Staley	Wilson
VERMILLION.......	*KUSD	920 S-KFNF	500	University od South Dakota Vermillion	....	U. of South Dakota	....	....
WATERTOWN......	KWAT	1240	250	Midland Natl. Life Ins. Co. Midland Bldg. 5050	....	Midland Nat'l Life Ins. Co. F. L. Bramble M. W. Plowman	Dale E. Russell M. W. Plowman Sherrill L. Zimmerman	....
YANKTON..........	WNAX	570	5,000–LS 1,000–N CP-5,000–U	WNAX Broadcasting Co. Second & Capitol 443	CBS	Gardner Cowles Jr. Robert R. Tincher Phil Hoffman	Arthur J. Smith Harold Storm Clifton Todd	Katz

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRISTOL...........	WOPI	1490	250	Radiophone Bcstg. Sta. WOPI Inc. 410 State St.	NBC-Red	W. A. Wilson W. A. Wilson R. L. Russell	Fey Rogers .... R. H. Smith	Burn-Smith
CHATTANOOGA.....	WAPO	1150	5,000–LS 1,000–N	Radio Station WAPO Read House 6-6141	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	Helen H. Patterson Helen H. Patterson B. B. Barnes	Headley-Reed
	WDEF	1400	250	Joe Engel Broadcasting Station Volunteer Bldg. 6-5664	MBS	Joe W. Engel Tom Nobles Tom Nobles	Vann Campbell B. George Barber Jr. J. V. Sanderson	....
	WDOD	1310	5,000–LS 1,000–N CP-5,000–U	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Norman A. Thomas Norman A. Thomas Carter M. Parham	Dorothy W. McCurdy Cliff W. Bowers Julius C. Vessels	Raymer
CLARKSVILLE......	WJZM	1400	250	W. D. & Violet Hutton Hudson Masonic Temple 499	......	W. D. & Violet Hutton Hudson W. D. Hudson Tom White	Bill Bowers Bill Bowers Bob Thompson	....
COOKEVILLE.......	WHUB	1400	250	WHUB Inc. E. Spring St. 200	....	M. L. Medley Bill Reeves M. L. Medley	Bill Reeves M. L. Medley Charles R. Duke	Associated
JACKSON..........	WTJS	1390	1,000	Sun Publishing Co. Inc. Jackson	MBS	C. E. Pigford	....	....
JOHNSON CITY.....	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. Hanes Lancaster W. Hanes Lancaster Ken Marsh	Henry Frick W. Kenneth Matthews O. K. Garland	International
KINGSPORT........	WKPT	1400	250	Kingsport Broadcasting Co. Kingsport	NBC-Red	Charles P. Edwards Jr.	....	....
KNOXVILLE........	WBIR	1240	250	J. W. Birdwell Chamber of Commerce Bldg. 4-3321	MBS	J. W. Birdwell J. W. Birdwell John P. Hart	Charles DeVois John P. Hart Edward McGinley	....
	WNOX	990	5,000–LS 500–N CP-10,000–U	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis J. B. Epperson	Branham
	WROL	620	1,000–LS 500–N	Stuart Broadcasting Corp. 531 S. Gay St. 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese .... Owen McReynolds	Blair
MEMPHIS..........	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Claridge 8-6868	....	Thomas Thompson Emerson A. Alburty Eugene Pournelle	Emmet A. McMurray Jr. E. A. Alburty W. M. Roy	Adams & Adams
	WMC	790	5,000–LS 1,000–N CP-5,000–U	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC-Red	John Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn J. C. Eggleston Clyde E. Baker	Branham
	WMPS	1460	1,000–LS 500–N	Memphis Broadcasting Co. Columbian Tower 5-2721	Blue MBS	Jack R. Howard James C. Hanrahan Harold R. Krelstein	James C. Hanrahan Tom Ragland Jr. J. G. Deaderick	....
	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten .... S. D. Wooten	Katr
NASHVILLE........	WLAC	1510	5,000 CP-50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Paul Oliphant R. N. Maddux F. D. Binns	Raymer

Here's *the yardstick by which you can estimate* our value!

Network Affiliation	Power	Market	Radio Homes	Wholesale Sales	Remarks
NBC RED					*This station has unusual listener loyalty, with a remarkable record for mail pull. As the cotton capital of the world, the Memphis market looks forward to its best year in '42*
	5,000 Watts				
		Memphis and the Mid-South			
			399,540		
				$1,082,032,870	

WMC • MEMPHIS, TENNESSEE

OWNED AND OPERATED BY THE COMMERCIAL APPEAL. REPRESENTED NATIONALLY BY THE BRANHAM CO., MEMBER OF THE SOUTH CENTRAL QUALITY NETWORK.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NASHVILLE— Continued	WSIX	1240 CP-980	250 CP-5,000	WSIX Inc. Nashville Trust Bldg. 5-5431	MBS	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Jack Wolever Eugene S. Tanner Bascom E. Porter	Headley-Reed
	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. No. 6-7181	NBC	C. R. Clements Edwin W. Craig Harry Stone Harry Stone, National Winston Dustin	Jack Stapp Albert E. Gibson John H. DeWitt Jr.	Petry

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABILENE...........	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. B. Hanks Howard Barrett A. C. Etter	Frank McIntyre Forest Lane J. B. Casey	....
AMARILLO.........	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	MBS TSN	Gilmore N. Nunn Waymond Ramsey H. P. Roberson	Paul McCalister William Salathe Howard Blaker	....
	KGNC	1440	5,000–LS 1,000–N	Plains Radio Bcstg. Co. Radio Bldg. 4242	NBC-Red Lone Star	O. L. Taylor John G. Ballard John G. Ballard	Raymond Hollingsworth James Stanberry W. S. Bledsoe	Wilson
AUSTIN............	KNOW	1490	250	Frontier Broadcasting Co. Inc. Box 1192 2-6213	MBS TSN	H. M. Fentress Cliff Tatom Cliff Tatom	Pat Adelman Floyd Smith James E. Lewis	International
	KTBC	1150 SH-WTAW	1,000–D	State Capitol Bcstg. Assn. Inc. 119-A W. Eighth St. 8-4661	....	R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe	Fred Caldwell Charlie Rider Harry C. Slife	....
BEAUMONT........	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3883	Blue	C. W. Snider Darrold Kahn C. B. Locke Ernest S. Lovan	Len Finger Ernest S. Lovan Lawrence Sanders	Wilson
	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	....	Mrs. J. L. Mapes Jack Neil G. L. Kirk	....	Branham
BIG SPRING........	KBST	1490	100	Big Spring Herald Bcstg. Co. 702 Johnson St. 1500	MBS TSN	Howard Barrett Jack Wallace Charles White	Jerry Brookman Forrest Lane Andrew M. Jones	....
BRADY.............	KNEL	1490	250–LS 100–N	G. L. Burns Brady	....	G. L. Burns G. L. Burns	....	....
BROWNSVILLE.....	KEEW	1490	250–LS 100–N	Eagle Broadcasting Co. Brownsville	....	E. E. Wilson	....	....
BROWNWOOD......	KBWD	1380	500	Brown County Bcstg. Co. 800 Hawkins St. 2401	....	Wendell Mayes Wendell Mayes James R. Moore	A. D. Whisenant .... G. M. Patterson	....
COLLEGE STATION.	*WTAW	1150 SH-KTBC	1,000–D	A. & M. College of Texas College Station 4-6724	....	Dr. T. O. Walton John O. Rosser	John O. Rosser .... H. C. Dillingham	....
CORPUS CHRISTI...	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	....	Charles W. Rossi Earl C. Dunn H. B. Lockhart Bill Hughes	Bill Newkirk Lester Kaminsky Graydon Holmes	....
	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Robert Driscoll Hotel	NBC MBS	M. Tilford Jones T. Frank Smith T. Frank Smith	.... Bill Bennett B. C. Boatright	Branham
CORSICANA........	KAND	1340	250	Navarro Broadcasting Assn. State National Bank Bldg. 30	....	J. C. West Frederick Slauson John Thorwald John Thorwald	Charles Payne John Thorwald W. E. Bradford	Associated
DALLAS............	KGKO	570	5,000	**(See Fort Worth, Tex.)**				
	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	Dallas Times-Herald John W. Runyon Clyde W. Rembert	Ruth Clem J. W. Crocker Roy M. Flynn	Branham
	KSKY	660	1,000–D	Chilton Radio Corp. Hotel Stoneleigh Central 6193	....	A. L. Chilton A. L. Chilton R. G. Terrill	D. P. Gribben R. G. Terrill Morris M. Ming	....
	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. Santa Fe Bldg. Riverside 9631	NBC-Red TQN	E. M. Dealey Martin B. Campbell Alex Keese Irvin Gross	Ralph Nimmons Irvin Gross Raymond Collins	Petry
	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS TSN	City of Dallas Charles B. Jordan Dale Drake	Pete Teddlie Dale Drake Durward J. Tucker	Weed
DENTON...........	KDNT	1450	100	Harwell V. Shepard Kimbrough Bldg. 276	....	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Fritz Kimbrell Fritz Kimbrell Harwell V. Shepard	....
DUBLIN............	KFPL	1340	250–LS 100–N	C. C. Baxter 205 Grafton St. 183	....	C. C. Baxter C. C. Baxter C. C. Baxter	J. Wyche C. C. Baxter Dan Reed	....

XUM

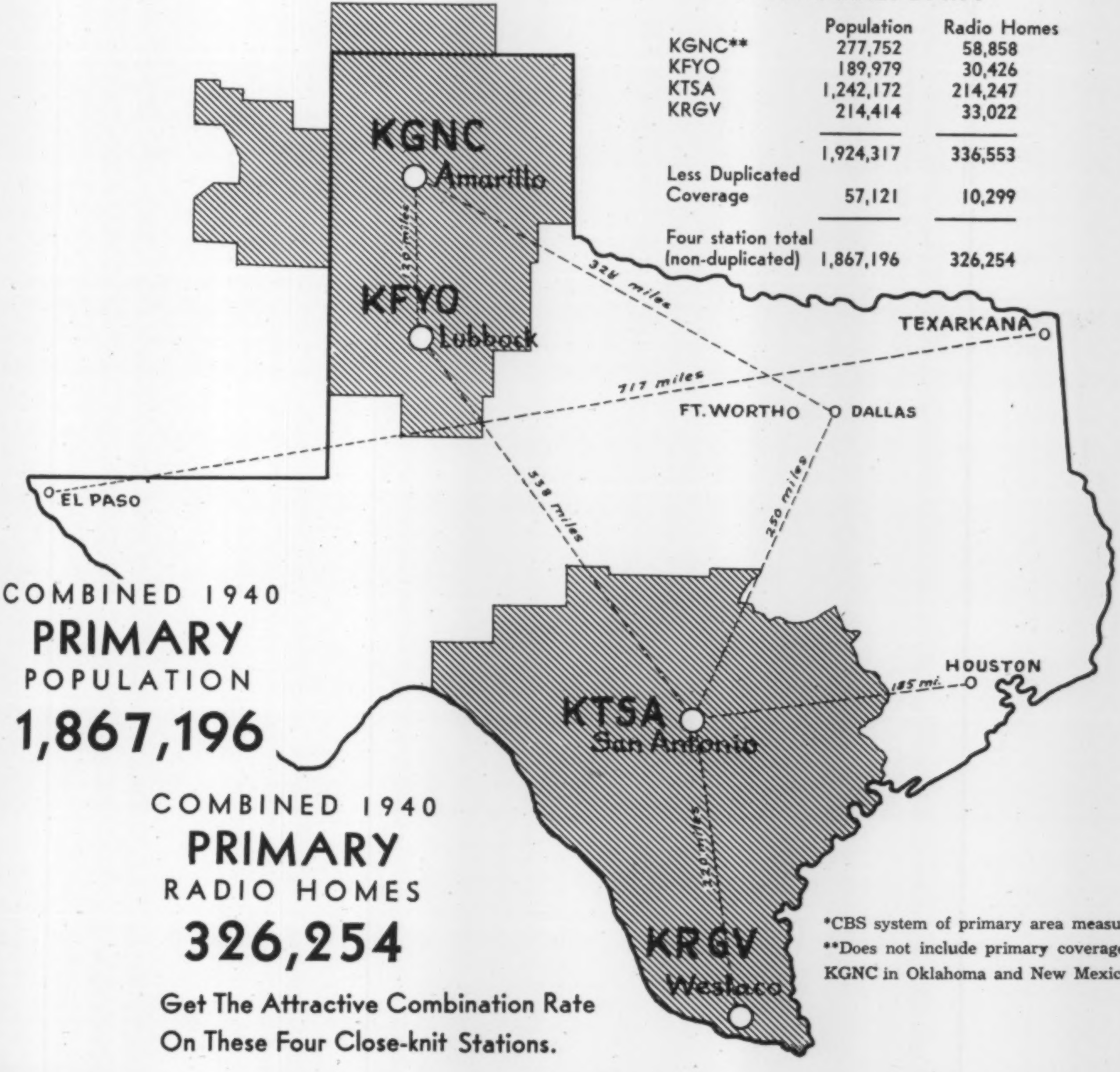
The Taylor-Howe-Snowden Group

GIVES YOU

Primary COVERAGE OF
4 Primary TEXAS MARKETS!

1940 MARKET DATA*

	Population	Radio Homes
KGNC**	277,752	58,858
KFYO	189,979	30,426
KTSA	1,242,172	214,247
KRGV	214,414	33,022
	1,924,317	336,553
Less Duplicated Coverage	57,121	10,299
Four station total (non-duplicated)	1,867,196	326,254


KGNC
Amarillo
130 miles
328 miles
KFYO
Lubbock
717 miles
TEXARKANA
FT. WORTH
DALLAS
EL PASO
338 miles
250 miles
HOUSTON
185 mi.
KTSA
San Antonio
230 miles
KRGV
Weslaco

COMBINED 1940
PRIMARY
POPULATION
1,867,196

COMBINED 1940
PRIMARY
RADIO HOMES
326,254

Get The Attractive Combination Rate On These Four Close-knit Stations.

*CBS system of primary area measurements.
**Does not include primary coverage of KGNC in Oklahoma and New Mexico.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

FACILITIES

EVERYTHING TO ASSURE *Outstanding* RESULTS

TALENT

COVERAGE

CLEAR SIGNAL

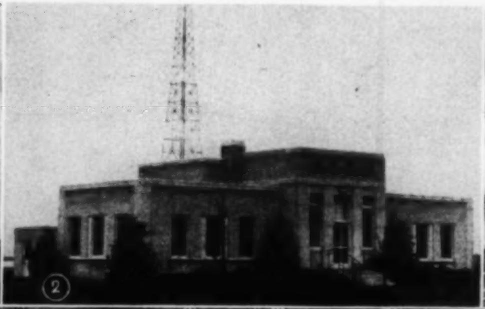
WFAA 50,000 WATTS

WBAP 50,000 WATTS

KGKO 5,000 WATTS DAY & NIGHT

DALLAS • FORT WORTH

①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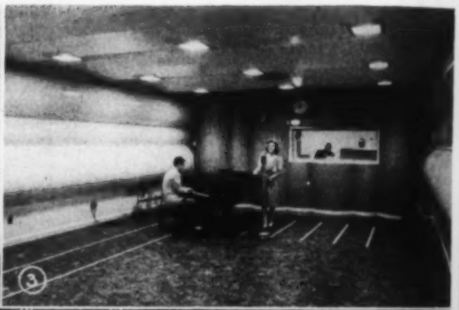
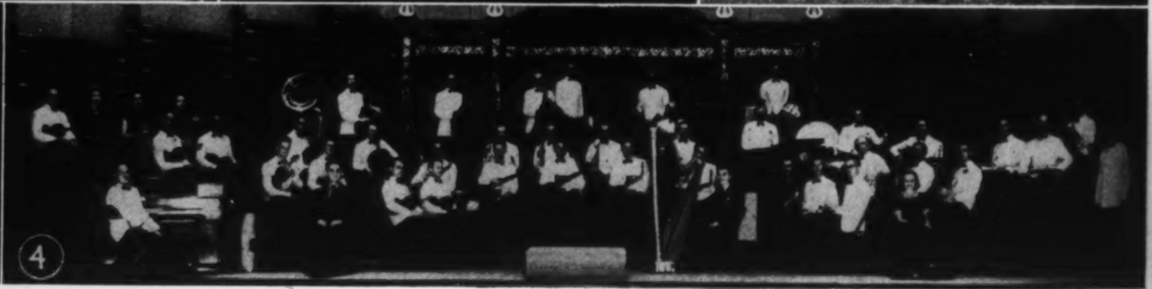

③

1 and 2. Transmitter Houses and Antenna Systems of Stations WFAA-WBAP and KGKO.
3. Studio, WFAA-KGKO.
4. Musical Varieties, KGKO, Ft. Worth.


④

NATIONAL REPRESENTATIVES

WFAA-WBAP
Edward Petry & Company, Inc.

KGKO
Free & Peters, Inc.

G. B. Dealey, Chairman
Amon G. Carter, President

Yes, everything to assure *outstanding* results...modern facilities, best of talent, effective coverage, clear signal, and a responsive audience. For national and regional advertisers, WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station, present the best choice in radio in the Southwest. When you're thinking of Texas and Oklahoma—a rich, high income market—investigate this powerful combination.

THE BIG GENT WITH THE BIG VOICE

The big voice of WOAI booms forth and blankets the rich market of Central and South Texas. With 50,000 watts on a clear channel, this powerful voice is predominant throughout its territory. In greater San Antonio, alone—with its 319,000 consumers—report after report of the Hooper Station Listening Index shows WOAI's audience to be larger than that of all other stations combined!

That's why a comparison of a typical week's winter schedule gave WOAI over 50% more commercial hours than the second San Antonio station!

Yes, down here the big voice of WOAI delivers your sales message more effectively—and more economically—than does any other station.

50,000 WATTS
CLEAR CHANNEL

WOAI
San Antonio

AFFILIATE NBC
MEMBER TQN

REPRESENTED BY
EDWARD PETRY & CO.

EST.
1922

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

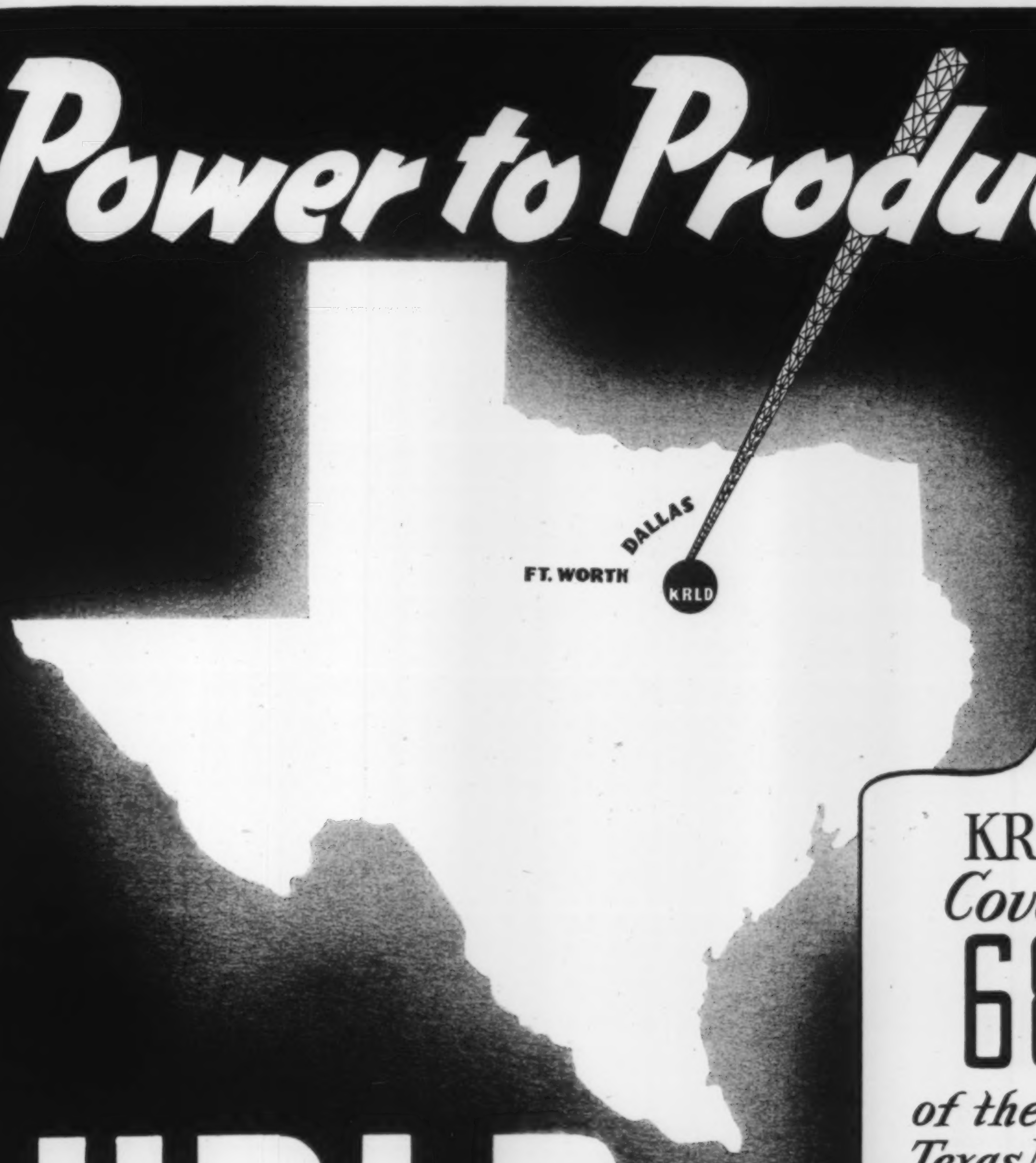
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. S H—Specified Hours. S H N—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. S A—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1942)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
EL PASO...........	KROD	600	1,000–LS 500–N	Dorrance D. Roderick 2201 Wyoming St Main 2020	CBS	Dorrance D. Roderick Val Lawrence Larry Harris	Ted Gates William Jolesch Edward P. Talbott	Wilson
	KTSM	1380	1,000–LS 500–N	Tri-State Broadcasting Co. Inc. Box 1976 Main 3122	NBC	Mrs. L. E. Bredberg Karl O. Wyler Willard L. Kline	Roy T. Chapman Eric C. Munro E. L. Gemoets	Hollingbery
FORT WORTH......	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS TSN	Elliott Roosevelt Gene L. Cagle Hardy Harvey	Russ Lamb L. R. Duffy Ed L. Starnes	Weed
	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Fort Worth Santa Fe Bldg., Dallas Fort Worth, 3-1234 Dallas, Riverside 9631	Blue Lone Star	Fort Worth Star-Telegram Dallas Morning News Harold V. Hough Martin B. Campbell Roy Bacus, Fort Worth Irvin Gross, Dallas	Ed Lally, Fort Worth Ralph Nimmons, Dallas Elbert Haling R. C. Stinson, Fort Worth Raymond Collins, Dallas	Free & Peters
	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC-Red TQN	Amon G. Carter Harold V. Hough Martin Campbell George Cranston Ray Bacus	Ed Lally Elbert Haling R. C. Stinson	Petry
GALVESTON........	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	....	George Roy Clough George Roy Clough C. V. Bracht	Helen D. Clough C. V. Bracht Lee Clough	....
HARLINGEN........	KGBS	1240	250	Harbenito Broadcasting Co. Inc. Harlingen 1400	....	McHenry Tichenor Ingham S. Roberts Troy McDaniel	Thomas Swafford Jack Rutledge David Holt	....
HOUSTON..........	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC-Red TQN	W. P. Hobby Kern Tips Kern Tips	Jack McGrew .... H. T. Wheeler	Petry
	KTRH	1320 CP-740	5,000–LS 1,000–N CP-5,000–U CP-50,000–U (740)	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Jesse H. Jones B. F. Orr Ray E. Bright	Harry V. Grier B. F. Orr Jr. King H. Robinson	Blair
	KXYZ	1470 CP-1320	1,000 CP-5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	Blue MBS	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Bill Bennett Gerald R. Chinski	Branham
HUNTSVILLE.......	KSAM	1490	250–D	W. J. Harpole & J. C. Rothwell 1021 12th 666	....	W. J. Harpole J. C. Rothwell J. B. McShan	J. C. Rothwell J. B. McShan Robert Newton	....
KILGORE...........	KOCA	1240	250	Oil Capitol Bcstg. Co. Kilgore	....	Roy G. Terry Roy G. Terry	....	....
LAREDO............	KPAB	1490	250	Mervel M. Valentine Laredo 1490	....	Mervel M. Valentine Lew Valentine George Geyer	Lew Valentine George Geyer Lloyd Davidson	Forjoe Cox & Tanz
LONGVIEW.........	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	....	James R. Curtis James R. Curtis	....	Wilson
LUBBOCK..........	KFYO	1340	250	Plains Radio Broadcasting Co. 914 Avenue J 5567	TSN	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAlister Bruce Collier W. H. Torrey	Wilson
LUFKIN............	KRBA	1340	250–D	Red Lands Broadcasting Assn. 108½ So. First St. 272	....	Ben T. Wilson Darrell E. Yates Richman Lewin	Jerry Keith Rayburn Winkler Ambrose Kramer	Cox & Tanz
MIDLAND..........	KRLH	1230	250	Clarence Scharbauer Midland	TSN	Clarence Scharbauer	....	....
PALESTINE.........	KNET	1450	100–D	Palestine Broadcasting Corp. Municipal Bldg. 411	....	Bert Horswell Bert Horswell Bert Horswell	Al Donaldson .... Frank Goodson	Cox & Tanz
PAMPA.............	KPDN	1340	100	R. C. Hoiles 212½ No. Ballard 1100	....	R. C. Hoiles H. E. Kreiger John Wells	Ray Monday Bill Browne H. E. Kreiger	Forjoe
PARIS..............	KPLT	1490	250	North Texas Broadcasting Co. Gibralter Hotel 1124	TSN	A. G. Mayse Lewis O. Seibert Lewis O. Seibert	Mary Jo Mayse Nelson Mahoney Martin Neil	....
PECOS.............	KIUN	1400	100	Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21	....	Jack W. Hawkins Jack W. Hawkins W. D. Martin Jr.	W. D. Martin Jr. .... Carl Cook	....
PORT ARTHUR.....	KPAC	1250	500	Port Arthur College 1515 Lakeshore Drive 7458	MBS	Carl Vaughan Glenn Hewitt Glenn Hewitt	Merill Ash Charles E. Bush Jr. Glenn Boatright	Burn-Smith
SAN ANGELO.......	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	H. C. Ragsdale Lonnie Preston Marlow Preston	Dorothy Kindred Steve Cowan Frank Jones	....
SAN ANTONIO......	KABC	1450	250	Alamo Broadcasting Co. Milam Bldg. Fannin 3126	MBS TSN	R. Early Willson Charles Balthrope Charles Balthrope	Tommy Reynolds James Kinslow Kenneth Hyman	....
	KMAC	1240	250	Walmac Co. Smith Young Tower Cathedral 6211	....	W. W. McAllister Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan .... Charles F. Harris	Burn-Smith

Power to Produce!



KRLD

Covers

68%

of the Rich Texas Market

The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE

the BRANHAM Co.
Exclusive Representatives

KRLD

50 000 WATTS

The Times Herald Station– DALLAS, TEXAS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1942)

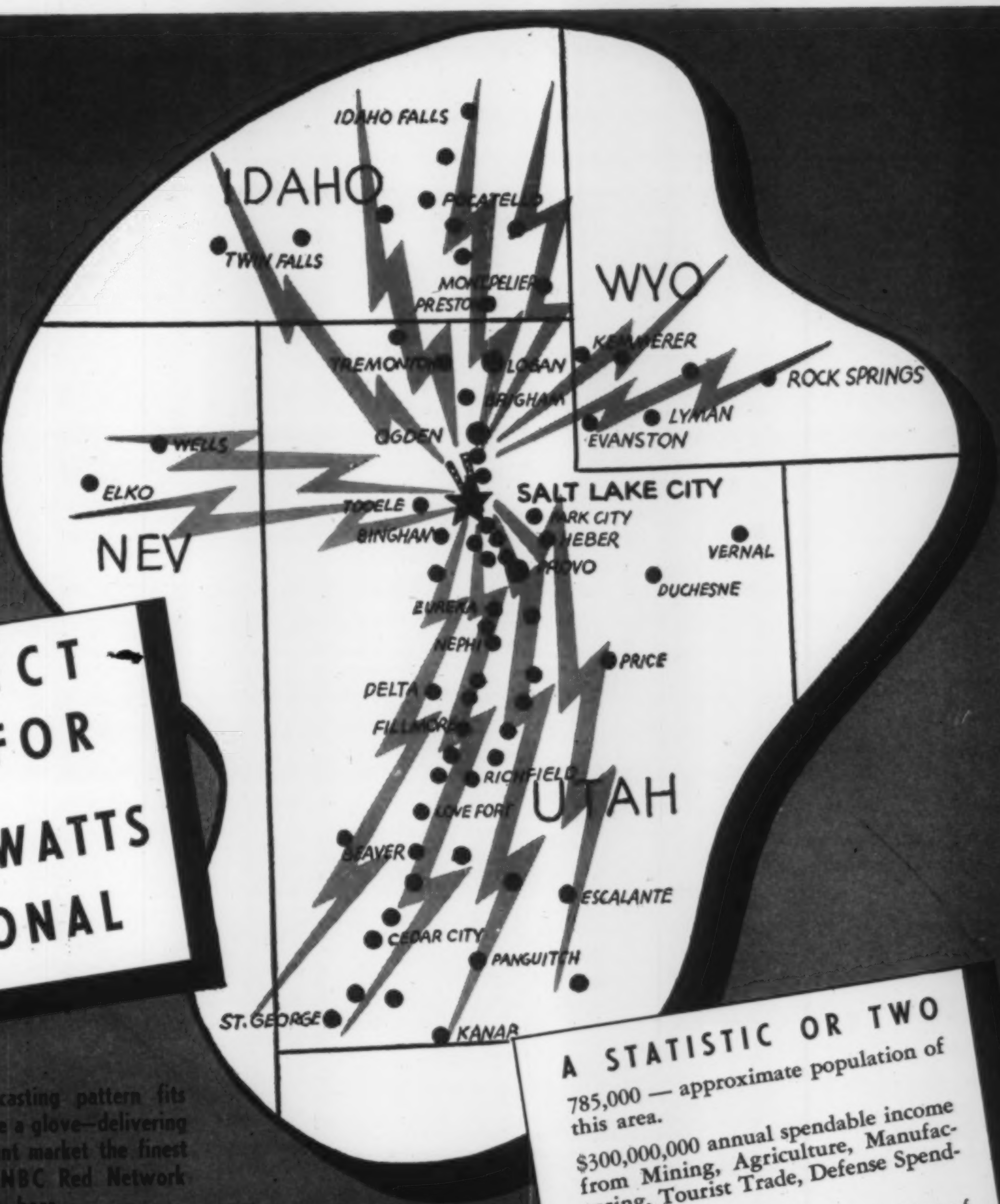
TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SAN ANTONIO—Continued	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	....	Eugene J. Roth Eugene J. Roth James M. Brown	Bill A. Laurie .... George W. Ing	Forjoe
	KTSA	550	5,000–LS 1,000–N	Sunshine Broadcasting Co. Gunter Hotel	CBS Lone Star	O. L. Taylor George W. Johnson George W. Johnson	Jack Mitchell Lew Lacey Jack Schlichenmaier W. G. Egerton	Blair
	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC-Red TQN	G. A. C. Halff Hugh A. L. Halff Ellis Chaney	Monte Kleban Walter S. Zahrt Fred Sterling	Petry
SHERMAN	KRRV	910	1,000	Red River Valley Bcstg. Corp. 421 N. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Clarence Wells Jr.	Louise Cobler J. B. Walling T. E. Spellman	....
SWEETWATER	KXOX	1240	250	Sweetwater Radio Inc. Sweetwater	....	George Bennitt	....	....
TEMPLE	KTEM	1400	250	Bell Broadcasting Co. Inc. Kyle Hotel 4646	MBS TSN	Frank W. Mayborn Burton Bishop Burton Bishop	Ted Ryan Burton Bishop Paul Shaw	....
TEXARKANA	KCMC	1450	250	KCMC Inc. 317 Pine St. 832	MBS TSN	Henry Humphrey Frank O. Myers Frank O. Myers	.... W. H. Robertson	....
TYLER	KGKB	1490	250	East Texas Broadcasting Co. Tyler Commercial College Bldg. 1106	....	James G. Ulmer M. E. Danbom M. E. Danbom	Al Hall James Stuart John B. Sheppard	....
VERNON	KVWC	1490	250	Northwestern Broadcasting Co. 1813½ Wilbarger St. 1048	TSN	R. H. Nichols Bro Mingus Herman Cecil	Bro Mingus .... Herman F. Ridgway	....
VICTORIA	KVIC	1340	250	Radio Enterprises Inc. Victoria 1268	....	Morris Roberts Morris Roberts Morris Roberts	Jack Knott Morris Roberts O. A. Rasmussen Jr.	....
WACO	WACO	1450	250	Frontier Broadcasting Co. Amicable Life Bldg. 2700	MBS TSN	Frontier Bcstg. Co. Inc. R. E. Lee Glasgow R. E. Lee Glasgow	Bernard P. Helton Jack Thomas L. A. Appleman	International
WESLACO	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC MBS Lone Star	O. L. Taylor Guy W. Bradford Phil D. Dixon Archie J. Taylor	Dick Watkins Victor J. Morava Neal McNaughten	Wilson
WICHITA FALLS	KWFT	620	5,000–LS 1,000–N	Wichita Broadcasting Co. Kemp Hotel 4182	CBS	Joe B. Carrigan Charles E. Clough Charles E. Clough	Leslie Pierce Leslie Pierce John Adams	Weed

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CEDAR CITY	KSUB	1340	100	Southern Utah Broadcasting Co. 591 W. Second South St. 398	....	Leland M. Perry N. Pratt Smith	Arthur Higbee .... Willard Hamilton	....
LOGAN	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 No. Main St. 1400	....	H. F. Laub Reed Bullen Glacus Merrill	Ernest Moffett Reed Bullen C. N. Layne	....
OGDEN	KLO	1430	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 5721	Blue MBS Intermountain	A. L. Glasmann George C. Hatch Lou Haller	Ethel G. Clark Merrill J. Bunnell W. D'Orr Cozzens	Hollingbery
PRICE	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	....
PROVO	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen James Lawrence	W. Shirl Black Arch L. Madsen Arch L. Madsen	....
SALT LAKE CITY	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Emerson Smith David N. Simmons John M. Baldwin	Blair
	KSL	1160	50,000	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS	J. Reuben Clark Jr. Earl Glade Ivor Sharp Lennox Murdoch	Glenn Shaw H. Perry Driggs Willice E. Groves Eugene G. Pack	Petry
	KUTA	570	250 CP-5,000–LS 1,000–N	Utah Broadcasting Co. Belvedere Hotel 3-2737	Blue	Frank C. Carman Frank C. Carman Jack Burnett	Arvid Johnson Robert Hansen Lyle Walquist	Raymer

A PERFECT SET-UP FOR 5000 WATTS DIRECTIONAL


IDAHO FALLS
IDAHO
POCATELLO
TWIN FALLS
MONTPELIER
PRESTON
WYO
KEMMERER
ROCK SPRINGS
TREMONTON
LOGAN
BRIGHAM
LYMAN
EVANSTON
WELLS
OGDEN
ELKO
SALT LAKE CITY
TOOELE
PARK CITY
BINGHAM
HEBER
VERNAL
NEV
PROVO
DUCHESNE
EUREKA
NEPHI
PRICE
DELTA
FILLMORE
RICHFIELD
UTAH
LOVE FORT
BEAVER
ESCALANTE
CEDAR CITY
PANGUITCH
ST. GEORGE
KANAB

KDYL's directional broadcasting pattern fits the population grouping like a glove—delivering to all parts of this important market the finest radio entertainment, the NBC Red Network shows everyone wants to hear.

A STATISTIC OR TWO

785,000 — approximate population of this area.

$300,000,000 annual spendable income from Mining, Agriculture, Manufacturing, Tourist Trade, Defense Spending.

That gives you just a rough idea of the sales possibilities in the KDYL market.

KDYL

NBC
RED
NETWORK

The Popular Station

SALT LAKE CITY

OHN BLAIR
COMPANY
onal Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1942)

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BURLINGTON	WCAX	620	1,000	Burlington Daily News Inc. 203 College St. 4880	CBS	C. P. Hasbrook C. P. Hasbrook Robert A. Kelley	William H. Rose H. D. Wight James W. Tierney	Weed
RUTLAND	WSYB	1490 CP-1380	250 CP-1,000	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee Colonial	Philip Weiss J. H. Weiss P. Weiss	J. H. Weiss .... David Lyoni Jr.	Foster, New England McGillvra
ST. ALBANS	WWSR	1420	1,000	Vermont Radio Corp. Inc. 32 No. Main St. 1390	....	Lloyd E. Squier Thomas M. Colton William G. Ricker	G. Malcolm Weaver Thomas M. Colton Michael Calabrese Jr.	....
WATERBURY	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13-2	....	Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker	William G. Ricker William G. Ricker Paul Hurd	Wilson

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTESVILLE	WCHV	1450	250	Community Broadcasting Corp. Fourth & E. Market Sts. 2500	Blue	Charles Barham Jr. Charles Barham Jr. Walter N. Pegram	Ed Hase Hanson Dustin Walter Gray	International
COVINGTON	WJMA	1340	250	John & Marcia Arrington Jr. Covington	....	John Arrington John Bradshaw Boyd Lawlor	Dick Eyrich .... Howard Shoewetter	....
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	MBS Tri-City	L. N. Dibrell James L. Howe R. Sanford Guyer	W. P. Heffernan Jack Black Harry W. Spencer	Tri-City
FREDERICKSBURG	WFVA	1290	250-D	Fredericksburg Broadcasting Corp. Farmer's Creamery Bldg. 1260	....	Richard F. Lewis Jr. Richard F. Lewis Jr. William R. Seth	Nan Winkler .... James Garber	Burn-Smith
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Bcstg. Corp. Harrisonburg: Newman Bldg. Staunton: Hotel Beverley Harrisonburg: 875 Staunton: 647	....	Frederick L. Allman Charles P. Blackley Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Wilson
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	MBS Tri-City	Edward A. Allen Philip P. Allen Glenn E. Jackson	Eric F. Lund Joseph F. Wright John T. Orth	Tri-City
MARTINSVILLE	WMVA	1450	250	Martinsville Broadcasting Co. Inc. Thomasville Jefferson Hotel 2152	....	William C. Barnes R. Hoy Whitlow R. Hoy Whitlow	Brynn Mortenson .... Robert E. Liverence	....
NEWPORT NEWS	WGH	1340	250	Hampton Roads Broadcasting Corp. Portlock Bldg., Norfolk Norfolk 2-7031	MBS	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith
NORFOLK	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC-Red	P. S. Huber Campbell Arnoux John W. New	Henry Cowles Whitehead Ralph S. Hatcher J. L. Grether	Petry
PETERSBURG	WPID	1240	250	Petersburg Newspaper Corp. 121 N. Sycamore St. 1053	....	R. B. Huber B. Walter Huffington	W. L. Steadman .... Herbert E. Powell	Associated
RICHMOND	*WBBL	1240-SH	100	Grace Covenant Presbyterian Church Richmond	....	M. A. Sitton	....	....
	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. E. Mitchell Wilfred Wood	Blair
	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3436	Blue MBS	John Stewart Bryan E. S. Whitlock E. S. Whitlock	Louis L. Lauve Jr. .... Walter R. Selden	Petry
	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	P. L. Reed C. T. Lucy B. C. Howard	I. G. Abeloff B. C. Howard D. C. Woods	Raymer
ROANOKE	WDBJ	960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters
	WSLS	1490	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	MBS	Paul C. Buford James H. Moore Frank E. Koehler	Fred Johnstone .... Philip Briggs	....
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	....	Fred L. Hart Fred L. Hart Fred L. Hart	Sam Cozad Sam Cozad Bill Rupp	Sears & Ayer
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock .... Phil Whitney	....

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1942)

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN.........	KXRO	1340	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee	Harry R. Spence Harry R. Spence Fred G. Goddard	Arthur W. Lindsay Elmer Holmberg W. M. McGoffin	Biddick
BELLINGHAM......	KVOS	1230 CP-790	250 CP-1,000	KVOS Inc. KVOS Bldg. 4200	....	Rogan Jones Rogan Jones	....	....
CENTRALIA........	KELA	1470	1,000	Central Broadcasting Corp. KELA Bldg. 721	MBS Don Lee	J. Elroy McCaw J. Elroy McCaw Joseph Chytil	Lillian Peterson Ralph Fisher DeWitt Morris	Griffith
EVERETT...........	KEVE	1460	500	Cascade Broadcasting Co. Inc. Box 650 Main 337	....	J. R. Binyon Lloyd Wallgren Cliff Hansen	Jack Meves William Aya Roy Mason	....
	KRKO	1400 ST-KEVR; SA-UNL.	250-LS 100-N	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee	Lee E. Mudgett Tom H. Schafer Tom H. Schafer	Mrs. Pat Mudgett Tom H. Schafer Lee E. Mudgett	....
LONGVIEW.........	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee	Art Campbell C. O. Chatterton Loren Nicholson	Frank Coffin .... B. G. Cunningham	....
OLYMPIA...........	KGY	1240	100	KGY Inc. Rockway-Leland Bldg. 6636	MBS Don Lee	Tom Olsen Tom Olsen Tom Olsen	Eve Knutson Tom Olsen Jack Thatcher	Burn-Smith
PULLMAN..........	*KWSC	1250 ST-KTW	5,000	State College of Washington State College of Washington 9021	....	E. O. Holland Kenneth E. Yeend	.... Kenneth Pendleton	....
SEATTLE..........	KEVR	1400 ST-KRKO SA-1090 CP-1090	100 SA-250 CP-250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	....	Walter L. Wyckoff Robert S. McCaw Richard S. Downie	Carlyle Austin Sam Hageage Robert S. McCaw	....
	KIRO	710	50,000	Queen City Broadcasting Co. Inc. Cobb Bldg. Seneca 1500	CBS	L. K. Lear Saul Haas H. J. Quilliam J. A. Morton	Maury Rider .... James B. Hatfield	Free & Peters
	KJR	1000	5,000 CP-50,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KOL	1300	5,000-LS 1,000-N CP-5,000-U	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Don Lee	Archie Taft Louis Wasmer Archie Taft Oliver A. Runchey	Roy Grandey Fair Taylor Perry Lind	Reynolds-Fitzgerald
	KOMO	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth South Main 0110	....	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell .... George A. Freeman	Radio Advertising
	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seattle	....	First Presbyterian Church	....	....
	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	....	R. F. Meggee Florence Wallace Florence Wallace	Jack Latham .... John Dubuque	Burn-Smith
SPOKANE..........	KFIO	1150 CP-1230	100-D CP-250-U	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	....	Arthur L. Smith Arthur L. Smith R. G. McBroom	Roy Civille Roy Civille Curtis T. Strong	....
	KFPY	920	5,000	Symons Broadcasting Co. Inc. Symons Bldg. Main 1218	CBS	Mrs. Frances R. Symons Arthur L. Bright Arthur L. Bright	R. W. Brazeal R. E. Green George Langford	Katz
	KGA	1510	5,000 CP-10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue MBS Don Lee	Louis Wasmer Harvey Wixson Harvey Wixson	Victor Hurley Harvey Wixson A. G. Sparling	Petry
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red	Louis Wasmer Harvey Wixson Harvey Wixson	Victor Hurley Harvey Wixson A. G. Sparling	Petry
TACOMA...........	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee	Carl E. Haymond James A. Murphy Jerry Geehan	Theodore R. Knightlinger A. Q. Moore J. D. Kolesar	Blair
	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	....	C. C. Cavanaugh Edward J. Jansen E. S. Robinson	Fred Pelger Paul Terry Kenneth Grinde	Cox & Tanz
	KTRN (Construction Permit)	1430	1,000	Michael J. Mingo Tacoma	....	Michael J. Mingo	....	....
	KVI	570	5,000	Puget Sound Broadcasting Inc. Rust Bldg. Broadway 4211	....	Vernice Irwin Vernice Irwin Earl T. Irwin	Larry Huseby Elvin E. Evans William D. Haase	Hollingbery

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
VANCOUVER........	KVAN	910	500–D	Vancouver Radio Corp. 707½ Main St. 150	....	Sheldon F. Sackett Ben E. Stone Ben E. Stone	Louis C. Cook Louis C. Cook	....
WALLA WALLA......	KUJ	1420	1,000	KUJ Inc. Marcus Whitman Hotel Bldg. 1230	....	H. E. Studebaker H. E. Studebaker M. F. Jensen	James Nolan M. F. Jensen M. L. MacLafferty	....
WENATCHEE.......	KPQ	1490 CP-560	250 CP-1,000–LS 500–N	Wescoast Broadcasting Co. 20 Second St. 45	Blue	Rogan Jones Cole E. Wylie	....	....
YAKIMA............	KIT	1280	1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond James A. Murphy Harrison A. Miller	D. L. Lindberg R. Lee Black H. B. Murphy	Blair

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BECKLEY...........	WJLS	1240	250	Radio Station WJLS 101½ Main St. 7311	....	Joe L. Smith Jr. Hulett C. Smith Charles R. Armentrout	Norman Wess John T. Gelder Jr. A. J. Ginkel	Internationa
BLUEFIELD.........	WHIS	1440	1,000–LS 500–N	Daily Telegraph Printing Co. Commerce St.	NBC	H. I. Shott J. Lindsey Alley	Stuart Odell Jr. .... P. T. Flanagan	....
CHARLESTON......	WCHS	580	5,000	Charleston Broadcasting Co. 1014 Lee St. 28-131	CBS W. Va.	John A. Kennedy Howard L. Chernoff Howard L. Chernoff	William Adams Gilbert Field Odes E. Robinson	Branham
	WGKV	1490	100	Kanawha Valley Broadcasting Co. Charleston	NBC	W. A. Carroll	....	....
CLARKSBURG......	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	John A. Kennedy G. C. Blackwell G. C. Blackwell	Don McWhorter G. C. Blackwell C. S. Clemans	Branham
FAIRMONT.........	WMMN	920	5,000–LS 1,000–N CP-5,000–U	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	W. Charles Roe .... J. Roy Heck	Blair
HUNTINGTON......	WSAZ	930	1,000	WSAZ Inc. 929½ Fourth Ave. 4106	W. Va.	John A. Kennedy Mike Layman Mike Layman	A. Rauch .... Russell Banks	....
LOGAN.............	WLOG	1230	250	C. H. Frey & R. O. Greever Logan	....	{Clarence H. Frey {Robert O. Greever	....	....
MORGANTOWN....	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	....	H. C. Greer C. H. Murphey Jr. C. H. Murphey Jr.	Craig Stewart .... Ray Spence	Forjoe
PARKERSBURG.....	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	John A. Kennedy John A. Kennedy J. V. Anderson	Carl Loose A. N. Archer W. A. Sodaro	Branham
WELCH.............	WBRW	1340	250	McDowell Service Co. 10 Riverside Drive 818	....	John W. Blakely Joseph J. Herget David L. Fann	Charles B. Spencer David L. Fann Thomas Phillips Jr.	....
WHEELING.........	WKWK	1400	100	Community Broadcasting Inc. Pythian Bldg. 5320	CBS	Joe L. Smith Jr. John B. Reynolds Edgar A. Sprague	Albert H. Stewart John B. Reynolds Fred Baker	International
	WWVA	1170	5,000 CP-50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	Blue	Fort Industry Co. George W. Smith George W. Smith	Clifford Allen .... Glenn G. Boundy	Blair
WILLIAMSON.......	WBTH	1400	250	Williamson Broadcasting Corp. Mountaineer Hotel Block 1241	....	George W. Taylor Walter L. Read Alice Shein	Eddie Whikehart	....

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WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
APPLETON	WHBY	1230	250	WHBY Inc. 600 So. Law St. 1162	MBS No. Central	B. H. Pennings Rev. James A. Wagner, O.P. J. C. Gallagher	Roger Miller R. Cooper George Merkl	Reynolds-Fitzgerald
ASHLAND	WATW	1400	100	Upper Mich-Wis. Bcstg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	N. C. Ruddell N. C. Ruddell Merrill Trapp	Ruth Wright .... Hine Dahlback	Bogner & Martin
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 So. Barstow St. 6149	NBC Northwest	Walter C. Bridges Walter C. Bridges Clyde Riddle	Loren F. Bridges Leo Freemont Charles B. Persons	Hollingbery
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS No. Central	A. H. Lange Lucille Fairbanks Lucille Fairbanks	Cal Culver Emery Martin Jr. Wendell S. Meyers	....
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	B. H. Pennings Rev. James A. Wagner, O.P. Haydn R. Evans	Al Michel Robert Shaw Wally Stangel	Reynolds-Fitzgerald
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	No. Central	Sidney H. Bliss James F. Kyler James F. Kyler	Hester Kyler .... Paul Holton	....
LaCROSSE	WKBH	1410	1,000 CP-5,000	WKBH Inc. 409 Main St. 450	CBS NBC	Otto M. Schlabach Howard Dahl Howard Dahl	Berneice Callaway Howard Dahl Alvin Leeman	Wilson
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus Badger 580	....	State of Wisconsin H. B. McCarty	William G. Harley H. A. Engel John Stiehl	....
MADISON	WIBA	1310	5,000-LS 1,000-N CP-5,000-U	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue E. C. Allen E. C. Allen	K. F. Schmitt C. W. Wallis Norman Hahn	Reynolds-Fitzgerald
MANITOWOC	WOMT	1240	100	Francis M. Kadow Radio Bldg. 6015	....	Francis M. Kadow Francis M. Kadow Maurice Dailey	M. Meyer Don Wodak W. F. Dubin	....
MARINETTE	WMAM	570	250-D	M. & M. Broadcasting Co. Radio Park 570	....	W. E. Walker M. F. Chapin J. D. Mackin	Ray Streeter Jerry Sullivan Werner Schwarz	Reynolds-Fitzgerald
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	....	George F. Meyer Waldemar C. Porsow	Waldemar C. Porsow .... Nathan Williams	....
MILWAUKEE	WEMP	1340	250	Milwaukee Broadcasting Co. 710 No. Plankinton Ave. Marquette 7722	Blue No. Central	Glenn D. Roberts C. J. Lanphier C. J. Lanphier	Conrad C. Rice Charles A. LaForce Raymond H. Host	Foreman
	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon G. W. Grignon	Woods Dreyfus H. O'Malley D. A. Weller	International
	WTMJ	620	5,000	Journal Co. 333 W. State St. Marquette 6000	NBC-Red	Walter J. Damm L. W. Herzog W. F. Dittmann	R. J. Heiss R. V. Tolg D. W. Gellerup	Petry
OSHKOSH	WOSH	1490	250	Howard H. Wilson 151½ Main St. 4580	....	Howard H. Wilson Ray E. Schwartz Ray E. Schwartz	....	Wilson
POYNETTE	WIBU	1240	250	William C. Forrest Poynette 97 R 5	No. Central	William C. Forrest William C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese	....
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	No. Central	F. R. Starbuck H. J. Newcomb H. J. Newcomb	Ken Hegard H. J. Newcomb F. Lee Dechant	Walker
RICE LAKE	WJMC	1240	250	Northern State Bcstg. Co. 401 No. Main St. 550	....	W. H. & J. J. McGenty Denis McGenty R. W. Thompson	Denis McGenty R. W. Thompson Ray Pearson	....
SHEBOYGAN	WHBL	1330	1,000-LS 250-N CP-1,000-U	Press Publishing Co. 626 Center Ave. 1900	MBS No. Central	C. E. Broughton Wayne W. Cribb Wayne W. Cribb	Mona J. Pape Wayne W. Cribb Herbert J. Mayer	Associated
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point 525	....	State of Wisconsin F. R. Calvert	W. P. Wichmann .... Donald L. Yapp	....
SUPERIOR	KDAL	610	1,000	**(See Duluth, Minn.)**				
	WDSM	1230	100	WDSM Inc. Board of Trade Bldg.	NBC No. Central	Fred A. Baxter	....	....
WAUSAU	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	MBS No. Central	W. E. Walker Ben F. Hovel Joseph W. Killeen	Donald R. Burt Ben F. Hovel Roland W. Richardt	Reynolds-Fitzgerald
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1349	MBS No. Central	William F. Huffman George T. Frechette Bruce G. Beichl	Bert Mulroy George T. Frechette Garth N. Bowker	....

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CASPER............	KDFN	1470	1,000	Donald Lewis Hathaway First & Lennox 407	....	D. L. Hathaway D. L. Hathaway {D. L. Hathaway {Frederic Hufsmith	Marcus R. Nichols	Sears & Ayer
CHEYENNE.........	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue	Tracy S. McCraken William C. Grove William C. Grove	Margaret O'Brien Morrey Sharp Gaal Barrett	Burn-Smith
POWELL...........	KPOW	1230	250	Albert Joseph Meyer No. Clark St. 222	....	Albert Joseph Meyer Albert Joseph Meyer Albert Joseph Meyer	Rosemary C. Meyer Albert J. Meyer Del Brandt	Cox & Tanz Biddick (West Coast)
ROCK SPRINGS....	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	....	H. L. McCracken H. L. McCracken H. E. Tannehill	Michael Reid H. E. Tannehill Archie Buchanan	....
SHERIDAN.........	KWYO	1400	250	Big Horn Broadcasting Co. 19 No. Main St. 601	....	R. E. Carroll Herbert W. Siebert H. W. Siebert	James Carroll Almon Moon Robert F. Crossthwaite	Sears & Ayer Griffith

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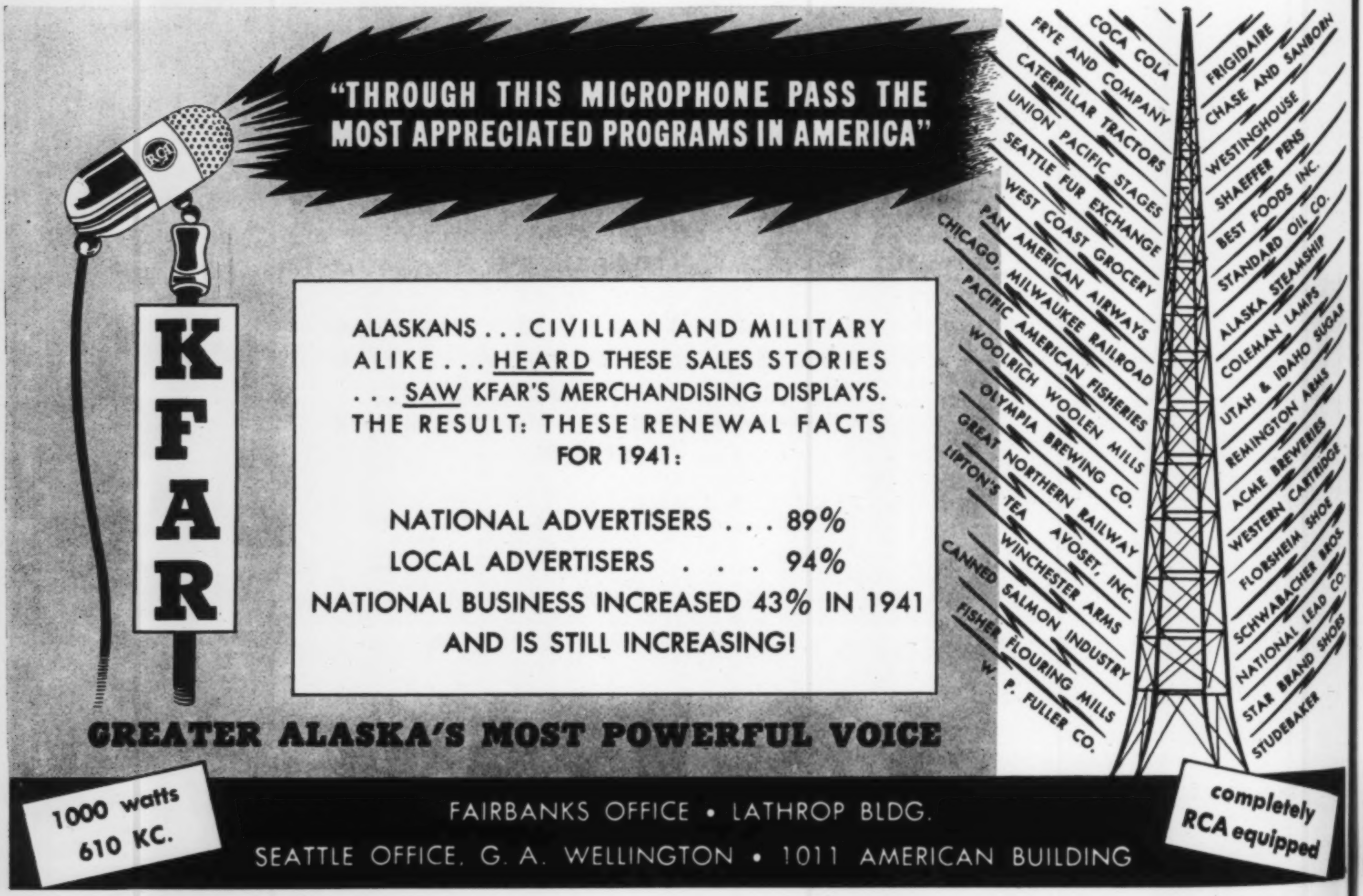
ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owne r or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANCHORAGE.......	KFQD	790-SH	250	Anchorage Radio Club Inc. 412 Fourth Ave. Main 143	....	R. E. McDonald William J. Wagner Ken Laughlin	Ken Laughlin {Willis Harpel {Al Pearson William J. Wagner	Griffith
FAIRBANKS........	KFAR	610	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	....	A. E. Lathrop Wilson K. Foster Wilson K. Foster	Lincoln W. Miller Alvin O. Bramstedt Stanton D. Bennett	Wellington
JUNEAU............	KINY	1460	1,000 CP-5,000	Edwin A. Kraft Decker Bldg. 197	....	Edwin A. Kraft Walter R. Carl Thomas V. Greenhow	O. Leonard Beardsley .... Vincent I. Kraft	McGillvra
KETCHIKAN........	KGBU	930	500	Alaska Radio & Service Co. Inc. Box 1308 311	....	James A. Britton R. W. Britton R. W. Britton	.... R. W. Britton J. A. Britton	....

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HILO...............	KHBC	1230	250	Hawaiian Broadcasting System Ltd. Box 581, Honolulu Hilo:7877 Honolulu: 2323	CBS	J. Howard Worrall Al Green Al Green	.... Ernest Lindemann	Blair
HONOLULU.........	KGMB	590	5,000	Hawaiian Broadcasting System Ltd. Box 581 2323	CBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Ernest G. Lindemann	Blair
	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Honolulu	NBC	Lorrin P. Thurston	....	....
LIHUE. KAUAI......	KTOH	1490	250	Garden Isle Pub. Co. Inc. Lihue 261	....	Charles J. Fern Charles J. Fern Frank R. Kovacic	Frank R. Kovacic Jesse L. Nichels Jack Wada	....



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PAN AMERICAN AIRWAYS
CHICAGO, MILWAUKEE RAILROAD
PACIFIC AMERICAN FISHERIES
WOOLRICH WOOLEN MILLS
OLYMPIA BREWING CO.
GREAT NORTHERN RAILWAY
LIPTON'S TEA
AVOSET, INC.
WINCHESTER ARMS
CANNED SALMON INDUSTRY
FISHER FLOURING MILLS
W. P. FULLER CO.
FRIGIDAIRE
CHASE AND SANBORN
WESTINGHOUSE
SHAEFFER PENS
BEST FOODS INC.
STANDARD OIL CO.
ALASKA STEAMSHIP
COLEMAN LAMPS
UTAH & IDAHO SUGAR
REMINGTON ARMS
ACME BREWERIES
WESTERN CARTRIDGE
FLORSHEIM SHOE
SCHWABACHER BROS.
NATIONAL LEAD CO.
STAR BRAND SHOES
STUDEBAKER

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* Army, Navy and Civilian defense population approximately 100,000

KHBC
HILO
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PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr Chief Engineer	Representative
MAYAGUEZ.........	WPRA	790	2,500-LS 1,000-N	Puerto Rico Advertising Co. McKinley Corner del Rio Sts. 269	....	Andrew Camara Ralph P. Perry Ralph P. Perry	Hector A. Moll .... Jesus Maria Aviles	....
PONCE.............	WPAB	1370	1,000	Portorican-American Bcstg. Co. Inc. 17 Leon St. 783	....	Juan Luis Boscio Miguel Soltero Palermo Francisco Rebollar Joglar	Domingo Colon Suris .... Jose M. Sepulveda	West Indies
	WPRP	1420 CP-1520	250 CP-5,000-LS 1,000-N	Julio M. Conesa Calle Truiillo 1015	....	Julio M. Conesa Manuel Santana Julio M. Conesa	Mariana Gonzales .... Julio M. Conesa	....
SAN JUAN..........	WIAC	580	5,000	Enrique Abarca Sanfeliz Box 848	....	Enrique Abarca Sanfeliz Felix Muniz Felix Muniz	Manuel Mendez Ballester .... Alfonso Sanchez	....
	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2014	CBS	H. H. Buttner John A. Zerbe Jose C. Irizarry	David A. Brown John A. Zerbe Angel P. Del Valle	....
	WNEL	1320	5,000	Juan Piza Brau 59	NBC	Juan Piza Juan Piza Juan Piza	.... William N. Greer	....

PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CEBU...............	KZRC	1200	1,000	H. E. Heacock Co. KZRH, Manila 2-41-86	NBC	Samuel F. Gaches Bert Silen T. Ellis	H. Fenton H. Fenton J. Esplanada	International
MANILA............	KZRH	1200	10,000	H. E. Heacock Co. Manila 2-41-86	NBC	Samuel F. Gaches Bert Silen Bert Silen	J. B. Harris Ted Wallace Jose Guevara	International
	KZIB	900	1,000	I. Beck Inc. Manila	....	I. Beck H. A. Naftaly H. A. Naftaly	....	....
	KZRF	780	1,000	Far Eastern Broadcasting Inc. Manila 2-11-32	....	Amado Arneta F. DaSilva Geo. J. Vogel	....	....
	KZRM	618.5	60,000	Far Eastern Broadcasting Inc. Manila 2-11-32	CBS	Amado Araneta F. DaSilva Geo. J. Vogel	....	....

NOTE: The War Dept. announced Jan. 2, 1942, that all Manila stations had been "dismantled and destroyed" to avoid their capture by the Japanese, with the fall of Manila that day. It is expected these stations will return to the air when Manila is reoccupied.

PLEASE, MR. EDITOR:

We Got So Many SATISFIED CLIENTS From This Ad Last Year, We Wouldn't Change It For Anything

5,000 WATTS DAYS

- ★ WARNER BROS. IS AT
- ★ YOUR SERVICE FOR
- ★ CREATION, PROMOTION
- ★ AND BROADCASTING

OF RADIO PROGRAMS

980 KYS.

KFWB

·HOLLYWOOD·

- ★ KFWB CARRIES MORE
- ★ LOCAL BUSINESS THAN
- ★ ANY OTHER STATION IN
- ★ THE GREATER LOS ANGELES
- ★ AREA — EVERY YEAR!

NOW! 5,000 WATTS NIGHTS

National Representatives: WILLIAM G. RAMBEAU CO.

WIAC

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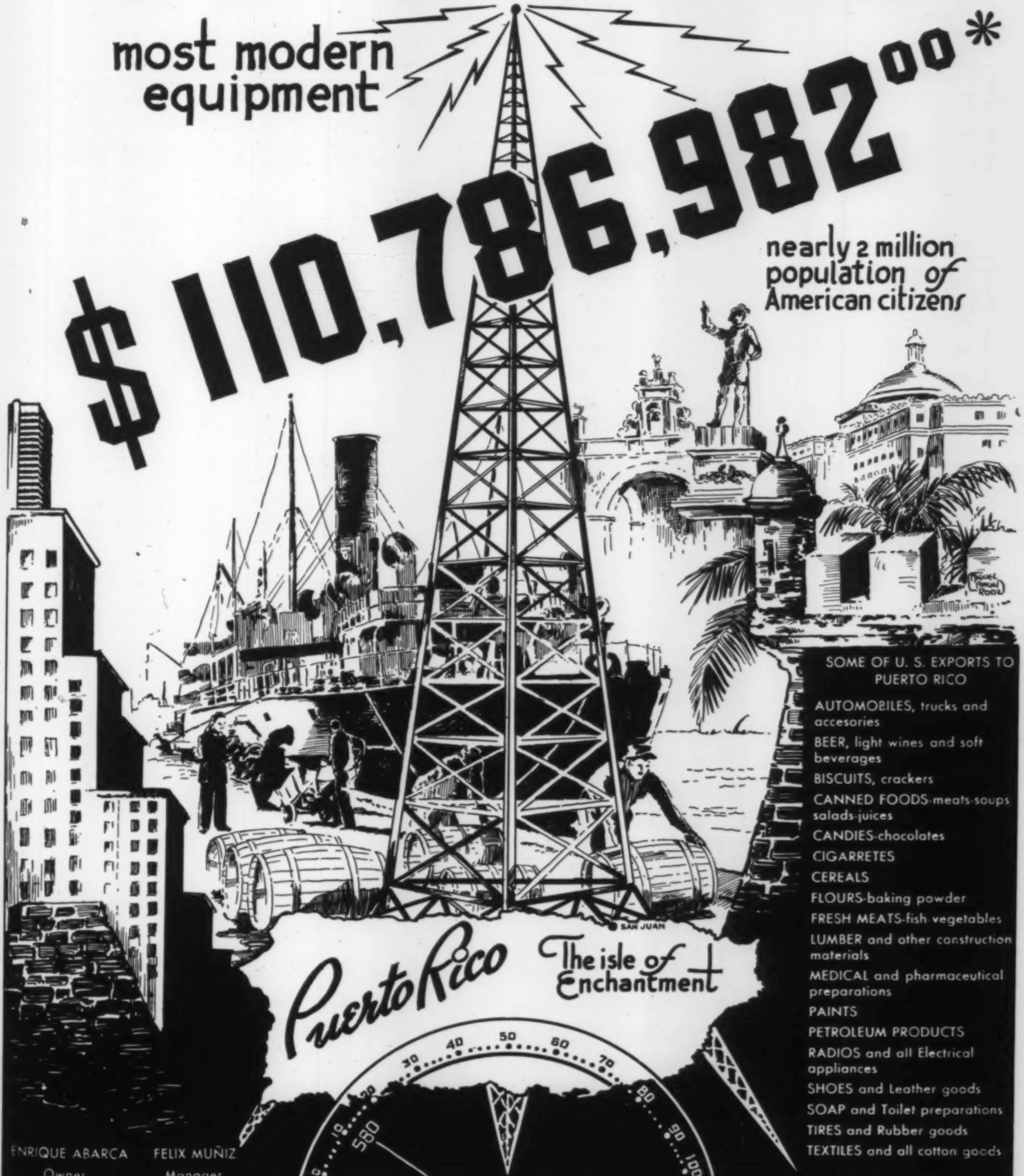
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$ 110,786,982.00*
nearly 2 million population of American citizens
SAN JUAN
Puerto Rico
The isle of Enchantment
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580
580 KC
5000 WATTS

SOME OF U. S. EXPORTS TO PUERTO RICO

- AUTOMOBILES, trucks and accesories
- BEER, light wines and soft beverages
- BISCUITS, crackers
- CANNED FOODS-meats-soups salads-juices
- CANDIES-chocolates
- CIGARRETES
- CEREALS
- FLOURS-baking powder
- FRESH MEATS-fish-vegetables
- LUMBER and other construction materials
- MEDICAL and pharmaceutical preparations
- PAINTS
- PETROLEUM PRODUCTS
- RADIOS and all Electrical appliances
- SHOES and Leather goods
- SOAP and Toilet preparations
- TIRES and Rubber goods
- TEXTILES and all cotton goods

* Average Yearly Importations During the Last Two Years

ENRIQUE ABARCA Owner
FELIX MUÑIZ Manager
Post Office Address
Box 848 San Juan, P. R.

Directory of

BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night** **LS—Operates to Local Sunset**

(Data corrected to January 1, 1942)

Total Stations: 91

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CALGARY	CFAC	960	1,000	Southwestern Publishers Ltd. Southam Bldg. Renfrew 1036	CBC	Harold R. Carson Victor F. Nielsen Fred R. Shaw	Robert H. C. Straker Gail Egan Earl C. Connor	All-Canada Weed
	CFCN	1010	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. M-1161	....	H. G. Love E. H. McGuire E. Maloney	A. W. Jones W. V. McLaughlin C. H. Stout	Radio Representatives
	CJCJ	1230	100	Albertan Publishing Co. Calgary	....	Gordon Bell	....	....
EDMONTON	CFRN	1260	1,000	The Sunwapta Bcstg. Co. Ltd. Canadian Pacific Bldg. 22101	....	Sunwapta Bcstg. Co. Ltd. G. R. A. Rice A. Hopps	S. Lancaster R. Morier E. M. Makepeace	Radio Representatives
	CJCA	930	1,000	Northwestern Publishers Ltd. Birks Bldg. 2-6131	CBC	Taylor & Pearson Bcstg. Co. Ltd. Gordon S. Henry Walker Blake	Walter Dales Frank N. Johnson Hastings McMahon	All-Canada Weed
	*CKUA	580	1,000	University of Alberta Edmonton 3-2233	....	U. of Alberta Donald Cameron	Richard MacDonald .... John W. Porteous	....
GRANDE PRAIRIE	CFGP	1340	250	Northern Broadcasting Corp. Ltd. Grande Prairie, Alta. 153	....	Cecil L. Berry Gordon H. Cummings Gordon H. Cummings	Jack Soars Donald Carlson William Couch	All-Canada Weed
LETHBRIDGE	CJOC	1400	100	Lethbridge Broadcasting Ltd. Marquis Hotel Bldg. 3872	CBC	H. R. Carson A. J. Balfour R. V. Staples	C. A. Perry L. Roskin J. Ibey	All-Canada Weed
MEDICINE HAT	...... (Construction Permit)	1490	100	J. H. Yiull Medicine Hat	....	J. H. Yiull	....	....

BRITISH COLUMBIA

CHILLIWACK	CHWK	1340	100	Chilliwack Broadcasting Co. Ltd. 16 Wellington Ave. 6106	....	Chilliwack Bcstg. Co. Ltd. Casey Wells Jack Pilling	.... Casey Wells Jack Pilling	Radio Representatives
KAMLOOPS	CFJC	910	1,000	Kamloops Sentinel Ltd. 209 Victoria St. 1000	CBC	R. E. White D. Homersham D. Homersham	Ian Clark G. Dowding Dave Sharp	All-Canada
KELOWNA	CKOV	630	1,000	Okanagan Broadcasters Ltd. Mill Ave. 200	CBC	J. W. B. Browne J. W. B. Browne R. E. Misener	M. E. Royle C. G. Elphicke J. H. B. Browne	All-Canada Weed
NELSON	CKLN	1450	100	News Publishing Co. Ltd. Box 250 19	....	News Publ. Co. Ltd. Hume A. Lethbridge Hume A. Lethbridge	.... Merion W. Brown	....
PRINCE RUPERT	CFPR	1240	50	Felix E. Batt 336 Second Ave. 863	....	Felix E. Batt C. H. Insulander S. J. Anderson	V. Anderson S. J. Anderson C. H. Insulander	....
TRAIL	CJAT	610	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St 737	CBC	B. A. Stimmel A. H. Nicholl N. A. Harrod	G. H. Lawrence .... E. C. Aylen	All-Canada Weed
VANCOUVER	CBR	1130	5,000	Canadian Broadcasting Corp. Vancouver Hotel Marine 6121	CBC	CBC-Gladstone Murray I. Dilworth E. A. Weir	Ernest Morgan .... N. R. Olding	CBC
	CJOR	600	1,000	CJOR Ltd. 846 Howe St. Marine 6464	....	G. C. Chandler G. C. Chandler D. E. Laws	Wallie Peters D. R. Baird H. B. Seabrook	Stovin McGillvra
	CKMO	1410	100	British Columbia Bcstg. System Ltd. 812 Robson St. Marine 1271	....	R. J. Sprott R. H. Wright R. H. Wright	D. G. Hill D. G. Hill R. Whiteside	Radio Representatives
	CKWX	980	1,000	Western Broadcasting Co. Ltd. 543 Seymour St. Marine 3344	....	Arthur Holstead Frank M. Squires Spencer W. Caldwell	Norman Botterill Don McKim E. Ross McIntyre	All-Canada Weed
VICTORIA	CJVI	1480	500	Island Broadcasting Co. Ltd. Central Bldg. Garden 20414	....	H. T. Matson Cecil L. Berry A. R. Smith	Charles R. Smith A. R. Smith J. Sommers	All-Canada Weed

MANITOBA

BRANDON	CKX	1150	1,000	Manitoba Telephone System Eighth St. & Princess Ave. 4532	CBC	J. E. Lowry W. F. Seller Howard Clarke	Eric Davies .... C. E. R. Collins	Stovin
FLIN FLON	CFAR	1400	100	Arctic Radio Corp. Ltd. 120 Main St. 290	....	J. G. Mundie Duke McLeod Duke McLeod	Tom Argue George Salverson Ray Tate	Stovin McGillvra
WINNIPEG	CJGX	1460	1,000	**(See Yorkton. Sask.)**				
	CJRC	630	1,000	Transcanada Communications Ltd. Free Press Bldg.	....	Victor Sifton Frank E. Elphincke Perce H. Gayner	William Wilson Norman R. Chamberlin Albert Hooper	All-Canada Weed
	CKY	990	15,000	Manitoba Telephone System Telephone Bldg. 92-191	CBC	Manitoba Telephone System W. H. Backhouse A. J. Messner	R. H. Roberts W. G. Carpentier W. A. Duffield	Stovin McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night.** **LS—Operates to Local Sunset.**

(Data corrected to January 1, 1942)

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAMPBELLTON.....	CKNB	1240	100	Dr. Charles H. Houde Chateau Restigouche 8	....	Dr. Charles H. Houde Stan Chapman	.... L. P. Paquet	All-Canada
FREDERICTON.....	CFNB	550	1,000	James S. Neill & Sons Ltd. Fredericton 209	CBC	J. Stewart Neill J. Stewart Neill J. Stewart Neill	Thelma Jewett J. Steward Neill S. B. Cassidy	All-Canada Weed
MONCTON.........	CKCW	1400	100	Moncton Broadcasting Co. Ltd. Knights of Pythias Bldg. 3388	CBC	J. L. Black F. A. Lynds F. A. Lynds	Earl McCarron .... A. J. White	Stovin & Wright McGillvra
SACKVILLE.........	CBA	1070	50,000	Canadian Broadcasting Corp. Nova Scotian Hotel Bishop 6188	CBC	CBC-Gladstone Murray George R. Young E. A. Weir	J. D. Pringle .... H. M. Smith	CBC
SAINT JOHN.......	CHSJ	1150	1,000	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-2307	CBC	H. P. Robinson L. W. Bewick George A. Cromwell	George A. Cromwell George A. Cromwell J. G. Bishop	Stovin McGillvra

THE FINEST FACILITIES IN THE MARITIMES

Located in the heart of the largest single concentration of population

HALIFAX

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BROADCASTING HOUSE
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Major Wm. C. Borrett—*Managing Director*

Studios & Offices: BROADCASTING HOUSE, HALIFAX, NOVA SCOTIA

Representatives

U. S. A.: WEED & CO.—CANADA: ALL-CANADA RADIO FACILITIES, Ltd.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

(Data corrected to January 1, 1942)

NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HALIFAX	CHNS	960	1,000	Maritime Broadcasting Co. Ltd. Broadcasting House Bishop 8318	CBC	A. W. Robb William Coates Borrett John L. Redmond	F. Fletcher Coates F. Fletcher Coates Arthur W. Greig	All-Canada Weed
SYDNEY	CJCB	1270	1,000	Eastern Broadcasters Ltd. Radio Bldg. 209	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson C. MacDougall Alfred Vernon	All-Canada Weed
YARMOUTH	CJLS	1340	100	Gateway Broadcasting Co. Radio Bldg. 500	....	Laurie L. Smith Laurie L. Smith Richard Irvine	Ronald C. Fraser Ronald C. Fraser Donald L. Smith	Dominion

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRANTFORD	CKPC	1380	100	Telephone City Broadcast Ltd. 49 Colborne St. 625	....	Mrs. J. D. Buchanan Mrs. J. D. Buchanan Hugh Bremner	Hollis McCurdy Gordon Smith Clayton Anguish	Alexander
CHATHAM	CFCO	630	100	John Beardall Box 275 2626	....	John Beardall John Beardall Peter A. Kirkey	.... Peter A. Kirkey Gordon D. Brooks	....
COBALT	CKMC	1240	50	R. L. McAdam Cobalt	....	R. L. McAdam R. L. McAdam	....	....
FORT WILLIAM	CKPR	580	1,000	Dougall Motor Car Co. Ltd. Radio Hall South 315	CBC	H. F. Dougall Ralph H. Parker John Downs	....	Radio Representatives
HAMILTON	CHML	900	1,000	Maple Leaf Radio Co. Ltd. 36 James St. So. 7-1539	....	A. C. Hardy K. D. Soble F. P. Hardy	N. S. Marshall Stuart Kenney W. G. Crawford	McGillvra
	CKOC	1150	500-N 1,000-D	Wentworth Radio Bcstg. Co. Ltd. 32 John St., N. 7-4484	....	Wentworth Radio Bcstg. Co. W. T. Cranston W. Guild	J. Lyman Potts W. Guild L. Horton	All-Canada Weed

CKCL

TORONTO

WAS THE ONLY CANADIAN STATION TO WIN A VARIETY SHOWMANSHIP PLAQUE FOR 1941

Information about CKCL can be obtained by writing, wiring, or phoning, the nearest JOSEPH HERSHEY McGILLVRA Office in the United States.

CKCL

TORONTO

1000 Watts 580 Kc.

CKTB

ST. CATHARINES, ONTARIO

NOW 1000 WATTS

FULL TIME ON CLEAR CHANNEL

1550 Kilocycles

Affiliated with CBC

Covers the Niagara Peninsula and Southern Ontario, rich in industry and prosperous farming.

Whether your program is network or local, it gets a real break on CKTB with this unusual combination:

CLEAR CHANNEL + LOW RATES + HEAVY POPULATION COVERAGE

Represented by

Dominion Broadcasting Co., Toronto

Radio Representatives, Ltd., Montreal

DIRECTORY OF BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night.** **LS—Operates to Local Sunset.**

(Data corrected to January 1 1942)

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
KENORA...........	CKCA	1450	100–N 250–D	Kenora Broadcasting Co. Kenricia Hotel 717	....	R. W. Starratt Gerald F. Bourke Gerald F. Bourke	....	Stovin
KINGSTON.........	*CFRC	1490	100	Queen's University Kingston 4800	....	James Annand James Annand	James Annand .... Harold Stewart	....
	CKWS (Construction Permit)	960	....	Allied Broadcasting Corp. Ltd. Whig-Standard Bldg.	CBC	W. Rupert Davies Jack Cooke Jack Cooke	....	All-Canada Weed
KIRKLAND LAKE...	CJKL	560	1,000	Northern Bcstg. & Publishing Ltd. Arcade Bldg. 27	CBC	Roy H. Thomson Jack Davidson Alan Rogerson	Norman Child Julian Garson Norman Chaplin	All-Canada Weed
KITCHENER........	CKCR	1490	100	K. & W. Broadcasting Co. Waterloo Trust Bldg. Kitchener 2-1246	....	W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Phil Clayton G. Liddle Ion Hartman	Stovin & Wright
LONDON...........	CFPL	1570	1,000	The London Free Press Printing Co. London, Ont. Metcalf 5200	....	W. J. Blackburn C. Thomas Philip Morris	Philip Morris .... Cecil Yorke	Stovin
NORTH BAY........	CFCH	600	1,000	Northern Bcstg. & Publishing Ltd. Capitol Bldg. 2400	CBC	Roy H. Thomson C. O. Pickrem Hal E. Cooke	Russell Nickle Hal E. Cooke Jack Barnaby	All-Canada Weed
OTTAWA...........	CBO	910	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	CBC	CBC-Gladstone Murray W. C. Anderson E. A. Weir	.... E. C. Stewart	CBC
	CKCO	1310	1,000	Dr. G. M. Gedert Ottawa	....	Dr. G. M. Gedert Dr. G. M. Gedert	....	Stovin P. Wright
OWEN SOUND......	CFOS	1400	250	Grey & Bruce Bcstg. Co. Ltd. 904 Second Ave. East 1940	....	Howard Fleming Ralph T. Snelgrove Ralph T. Snelgrove	Frank Radcliffe William Hawkins Alan Harper	Stovin
PARRY SOUND.....	...... (Construction Permit)	1450	250	Gordon E. Smith Parry Sound	....	Gordon E. Smith Gordon E. Smith Gordon E. Smith	....	....
PEMBROOKE.......	...... (Construction Permit)	1340	250	D. A. Jones Pembrooke	....	D. A. Jones D. A. Jones D. A. Jones	....	....
PETERBOROUGH...	CHEX	1230	1,000	Peterborough Bcstg. Co. Ltd. Examiner Bldg.	CBC	W. Rupert Davies Jack Cook	....	All-Canada Weed
PRESCOTT.........	CFLC	1450	100	Radio Assn. of Prescott King St. W. 302	....	A. G. Halliday A. G. Halliday A. G. Halliday	.... L. F. Knight	Stovin McGillvra
SAULT STE MARIE.	CJIC	1490	250	Hyland Broadcasting Co. Windsor Hotel 3500	....	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby J. G. Hyland S. C. Cusack	Alexander
ST. CATHARINES...	CKTB	1550	1,000	Silver Spire Bcstg. Station Ltd. 12 Yates St. 3900	....	E. T. Sandell J. B. Mitchell J. B. Mitchell	J. A. McQuillan .... W. H. Allen	Dominion Radio Representatives
STRATFORD........	CJCS	1240	50	F. M. Squires Windsor Hotel 1675	....	F. M. Squires S. E. Tapley S. E. Tapley	C. W. Trethewey M. R. Dunseith George Hildebrand	All-Canada Weed
SUDBURY..........	CKSO	790	1,000	Sudbury Star Station CKSO 21 Elgin St. 7-7505	CBC	W. E. Mason Wilf J. Woodill Wilf J. Woodill	.... James McRae	All Canada
TIMMINS..........	CKGB	1470	1,000	Northern Bcstg. & Publishing Ltd. Thomson Bldg. 500	CBC	Roy H. Thomson Murray Morrison Ted Morrow	Fred Darling Chuck Smith J. J. Kelly	All-Canada Weed
TORONTO..........	CBL	740	50,000	Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411	CBC NBC MBS	CBC-Gladstone Murray H. G. Walker A. E. Weir	D. Claringbull .... W. A. Reid	CBC
	CBY	1010	1,000	Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411	CBC NBC	CBC-Gladstone Murray H. G. Walker A. E. Weir	D. Claringbull .... W. A. Reid	CBC
	CFRB	860	10,000	Rogers Radio Broadcasting Co. Ltd. 37 Bloor St. W. Midway 3515	....	Harry Sedgwick Lloyd Moore Lloyd Moore	Roy Locksley .... Jack Sharpe	All-Canada McGillvra
	CKCL	580	1,000	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	NBC	Henry S. Gooderham Albert Edward Leary Albert Edward Leary	Maurice Rapkin Albert Edward Leary Ernest O. Swan	Stovin McGillvra
WINDSOR..........	CKLW	800	5,000	Western Ont. Bcstg. Co. Ltd. Union Guardian Bldg., Detroit Cadillac 7200	MBS	Malcom G. Campbell J. E. Campeau J. E. Campeau	John Gordon Richard E. Jones W. J. Carter	Stovin
WINGHAM.........	CKNX	920	1,000	W. T. Cruickshank Josephine St. 158	....	W. T. Cruikshank W. T. Cruikshank James F. Maxwell	John Cruikshank James Maxwell Scott Reid	Alexander

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

(Data corrected to January 1, 1942)

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTETOWN..	CFCY	630	1,000	Island Radio Bcstg. Co. Ltd. Brace Bldg. 741	CBC	Keith S. Rogers L. A. McDonald L. A. McDonald	L. A. McDonald .... M. H. F. Young	All-Canada Weed
	CHCK	1340	50	CHCK Broadcasting Co. Ltd. Brace Bldg. 724	....	Facilities leased to CFCY	....	....
SUMMERSIDE......	CHGS	1480	100	R. T. Holman Ltd. 180 Water St. 133	....	H. T. Holman R. L. Mollison Carl MacCaull	Carl MacCaull .... Angus McKee	....

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHICOUTIMI.......	CBJ	1240	100	Canadian Broadcasting Corp. 4 Avenue Larouche 155	CBC	CBC-Gladstone Murray Vilmont Fortin J. Arthur Dupont	Jean-Marie Beaudet J. Arthur Dupont J. E. Roberts	CBC
HULL...............	CKCH	1240	100	Hull Broadcasting Co. Hull 3-4061	....	Romeo Query George Bourassa George Bourassa	George Bourassa .... M. Gebhardt	Radio Rep. Dominion
MONTREAL........	CBF	690	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St. West Marquette 5211	CBC NBC	CBC-Gladstone Murray Omer Renaud J. Arthur Dupont	Jean-Marie Beaudet .... Don Roberts	CBC
	CBM	940	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. West Marquette 5211	CBC NBC-Red	CBC-Gladstone Murray Omer Renaud J. Arthur Dupont	Jean-Marie Beaudet .... Don Roberts	CBC
	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	Blue	A. H. Ginman James A. Shaw M. J. Humphreys	H. Hewetson Ernest H. Smith John Gettenby	All-Canada Weed
	CHLP	1490	250	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	....	La Patrie Pub. Co. Marcel Lefebvre Marcel Lefebvre	Leopold Senay Marcel Lefebvre Fred Tambling	Alexander McGillvra
	CKAC	730	5,000	La Cie de Publication de La Presse 980 St. Catherine St. W. Marquette 3611	CBS	P. R. Du Tremblay Phil. Lalonde Louis Leprohon	Paul Corbeil Andre Daveluy Leonard Spencer	Stovin & Wright

THERE'S A $250,000,000.00
MARKET IN CANADA'S
MARITIME PROVINCES

*THREE-QUARTERS OF IT
IS COVERED WITH A
SINGLE RADIO STATION,*

CFCY

CHARLOTTETOWN, P.E.I.

"The Friendly Voice of the Maritimes"

Representatives:
U.S.A.—JOS. WEED & CO., New York, Detroit, Chicago, San Francisco
CANADA—ALL CANADA RADIO FACILITIES, Toronto, Montreal, Winnipeg, Vancouver

Island Radio Broadcasting Co. Ltd.

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GET ALL THE NEWS
of fighting fronts and
national war effort
of world affairs and
hometown happenings
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THE CANADIAN PRESS
and Smart Features Too
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44 Victoria Street
TORONTO, CANADA

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

(Data corrected to January 1, 1942)

QUEBEC—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NEW CARLISLE.....	CHNC	610	1,000	Cie Gaspesienne de Radiodiffusion Ltee. New Carlisle Que. 38	CBC	Dr. Charles Dumont Dr. Charles H. Houde Dr. Charles H. Houde	Viateur Bernard Viateur Bernard J. R. McGough	All-Canada
QUEBEC............	CBV	980	1,000	Canadian Broadcasting Corp. Chateau Frontenac Hotel 5658	CBC	CBC-Gladstone Murray Maurice Valiquette J. Arthur Dupont	Jean-Marie Beaudet .... Charles Frenette	CBC
	CHRC	800	250	CHRC Ltd. Quebec	....	Emile Fontaine J. N. Thivierge J. N. Thivierge	....	Dominion
	CKCV	1340	100	CKCV Ltd. 142 St. John St. 2-1585	....	J. Herve Baribeau Paul LePage Paul LePage	Jean Nel Paul LePage Paul Richard	....
RIMOUSKI.........	CJBR	900	1,000	J. A. Brillant 1 St. John St. 396	CBC	J. A. Brillant G. A. Lavoie G. A. Lavoie	.... F. C. Doak	Stovin & Wright
ROUYN.............	CKRN	1400	250	La Cie de Radiodiffusion Rouyn Noranda Ltee. Reilly Bldg. 1400	....	R. H. Thomson Jean Legault Harold Burley	Don Insley Jacques Thivierge George Pope	All-Canada
SHERBROOKE......	CHLT	1240	250	La Tribune Ltd. Marquette St. 2071	....	Hon. Jacob Nicol Alphee Gauthier Alphee Gauthier	Jeanne Tremblay .... Julien Dupras	Dominion
STE. ANNE DE LA POCATIERE	CHGB	1230	250	G. T. Desjardins Ste. Anne de la Pocatiere	....	G. T. Desjardins G. T. Desjardins	....	Stovin & Wright
THREE RIVERS.....	CHLN	1450	100	Le Nouvelliste Ltd. Three Rivers	....	Emile Jean Emile Jean	....	....
VAL D'OR..........	CKVD	1230	100	La Voix d'Abitibi Cie Ltee. Box 820 500	....	Roy H. Thomson Dan V. Carr Dan V. Carr	Ernest Courtney .... Thomas G. Watson	All-Canada

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MOOSE JAW.......	CHAB	1220	1,000	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan L. A. Bourgeois	J. S. Boyling G. Henderson A. E. Jacobson	All-Canada Weed
PRINCE ALBERT....	CKBI	900	1,000	Central Bcstg. System Ltd. Sanderson Bldg. 3133	CBC	L. E. Moffat L. E. Moffat E. Parr	G. Dobson G. Prest Tom Van Ness	All-Canada
REGINA............	CJRM	980	1,000	Transcanada Communications Ltd. Saskatchewan Life Bldg. 8424	....	Transcanada Com. Ltd. F. V. Scanlan B. Pirie	G. B. Quinney .... William McDonald	All-Canada McGillvra
	CKCK	620	1,000	The Leader-Post Ltd. 1875 Hamilton St. 8525	CBC	Victor Sifton Gerry Gaetz Harold A. Crittenden	Don MacMillan Don Dawson E. A. Strong	All-Canada Weed
SASKATOON.......	CFQC	600	1,000	A. A. Murphy & Sons Ltd. 216 First Ave., N. 7282	CBC	A. A. Murphy Vernon Dallin Vernon Dallin	Cy Cairns Cy Cairns Stan Clifton	Radio Representatives
WATROUS..........	CBK	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg., Winnipeg 97-261	CBC	CBC-Gladstone Murray John Kannawin E. A. Weir	John Kannawin E. A. Weir L. J. Marshall	CBC
YORKTON..........	CJGX	1460	1,000	Yorkton Bcstg. Co. Inc. 171 McDermot Ave., Winnipeg	....	Dawson Richardson	....	Radio Representatives

SPONSORS:

Tell your selling story to buyers all over Canada, without paying long distance line charges, through British United Press radio features—audience-winning scripts that reach the Dominion's dominating broadcasting outlets daily.

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MONTREAL

Directory of

Transcription, Recording, Program Producing, Script and Related Services

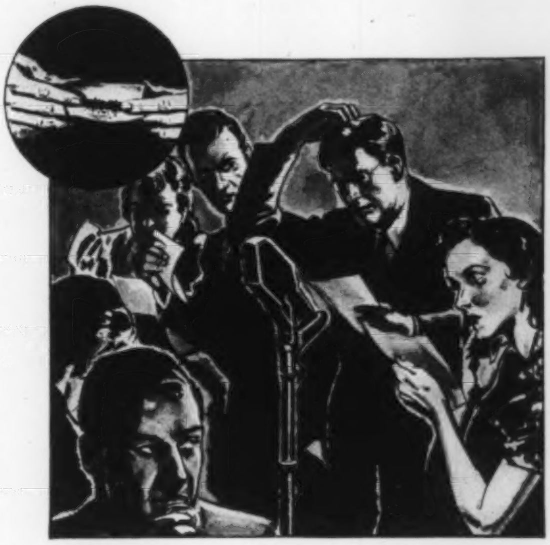
Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

(For Directory of Talent Agencies, see pages 222-224.)

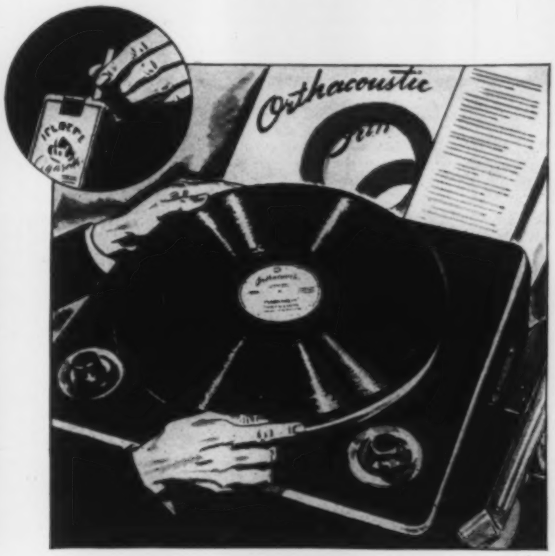
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Adradio Associates	New York City	11 W. 42nd St.	Longacre 5-7060	Miles Overholt, continuity Fulton Dent, production	Production, scripts
Advertisers Recording Service Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Production, recording service
J. T. Ainley Co.	Chicago, Ill.	360 No. Michigan Ave.	State 1833	J. T. Ainley	Production
Air Features Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
All-Canada Radio Facilities Ltd.	Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Southam Bldg. Dominion Square Bldg. Victory Bldg. Free Press Bldg. 543 Seymour St.	R. 2021 Lancaster 6400 Elgin 2464 8-466 Marine 3344	H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin	Production, transcriptions
Alton Alexander	New York City	1270 Sixth Ave.	Circle 7-4835	Alton Alexander	Production, scripts
Norman Alexandroff & Co.	Chicago, Ill.	410 So. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production, scripts
Allied Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Transcription processing, phonograph records, apparatus
American Foundation for the Blind	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	"Talking book" records and machines
American Institute of Food Products	New York City	75 West St.	Whitehall 4-7303	Robert A. Bories	Production
American-Jewish Broadcasting Co. Inc.	New York City	270 Broadway	Worth 2-3322	Maurice Rappel	Jewish programs
American Radio Syndicate	New York City	1 E. 44th St.	Murray Hill 6-3488	J. Howard Burton	Scripts
American Royal Productions	Oakland, Cal.	605 29th St.	Higate 8629	M. Scott Weakley	Recording, production
Asch Recording Studios	New York City	117 W. 46th St.	Bryant 9-3137	M. Asch	Transcriptions, commercial records, scripts
Arthur H. Ashley	New York City	457 W. 57th St.	Columbus 5-1348	Arthur H. Ashley	Foreign language programs
Associate Releases	Hollywood, Cal. New York City	P. O. Box 1213 200 Fifth Ave.	Hollywood 2686 Gramercy 5-5252	Arthur Solomon M. C. Solomon	Production, scripts
Associated Broadcasting Co.	Chicago, Ill.	817 E. 92d St.	Triangle 2244	Frank J. Kovach	Production, transcriptions
Associated Broadcasting Co. Ltd.	Montreal, Que.	1010 St. Catherine St. W.	Belair 3325	M. Maxwell	Production, scripts, recording
Associated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0845	Clinton M. Finney	Transcription library, production, scripts
Audio Recording Studio	Vancouver, B. C.	850 Hastings St.	Marine 9053	....	Production, recordings
Audio-Scriptions Inc.	New York City	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
Audisc Transcriptions	Utica, N. Y.	1202 Brinckerhoff Ave.	4-5250	Don Gaffney	Production, recordings
Basch Radio Productions	New York City Chicago Cleveland, O. Los Angeles, Cal. Boston, Mass.	17 E. 45th St. 228 No. La Salle St. Bulkley Bldg. 6305 Yucca St. Statler Bldg.	Murray Hill 2-8877 State 5096 Prospect 2922 Hillside 3157 Hubbard 5225	Charles J. Basch, Jr. F. R. Jones Alonzo Hawley Paul F. Adler Robert C. Foster	Production, scripts, recording
Marcel Baulu	Montreal, Que.	1434 St. Catherine St. W.	Lancaster 9572	Marcel Baulu	Scripts
Beaudry-Harwood	Montreal, Que.	1434 St. Catherine St. W.	Plateau 9811	....	Scripts, production
Beck Recording Studios	Minneapolis, Minn.	1722 Hennepin Ave.	Atlantic 8901	Joseph H. Beck	Production, recording service, scripts
Bell Syndicate Inc.	New York City	247 W. 43rd St.	Chickering 4-1690	Henry M. Snevily	Newspaper features adaptable to radio
Bennett-Downie Associates Inc.	Hollywood, Cal.	1537 N. Gordon St.	Granite 5722	J. B. Downie	Transcriptions, production
M. S. Bentham	New York City	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts
Stanley Bergerman & Co.	W. Hollywood, Cal.	9165 Sunset Blvd.	Crestview 6-3196	Stanley Bergerman	Scripts, talent
Better Bakers' Bureau	New York City	551 Fifth Ave.	Vanderbilt 6-0454	Mrs. M. I. White	Scripts for bakery programs
Beverly Recording Studios	Chicago, Ill.	1805 W. 95th St	Cedarcrest 4677	Roy Young	Transcriptions
Walter Biddick Co. (Radio Programs Division)	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	M. Thompson	Transcriptions
G. C. Bird & Associates	Hollywood, Cal.	1745 N. Gramercy Place	Hempstead 1753	G. Curtis Bird	Transcriptions, production
Fritz Blocki	Chicago, Ill.	913 Buena Ave.	Bittersweet 3129	Fritz Blocki	Production, direction, scripts
Brinckerhoff Studios Productions Inc.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. Brinckerhoff	Production, recording
Broadcast Producers of N. Y. Inc.	New York City	18 E. 49th St.	Eldorado 5-9300	George W. Dan Junas	Transcriptions, production
Broadcast Productions	Chicago, Ill.	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Production, recording, radio training school
Broadcasters Mutual Transcription Service	St. Louis, Mo.	818 So. Kingshighway	Franklin 2060	Charles E. Harrison	Recording service, production
Broadcasting Program Service	New York City	45 W. 45th St.	Bryant 9-4324	Herbert Rosen	Transcriptions, scripts, production
Chamberlain Brown	New York City	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
Curtis Brown—Alan Collins Inc.	New York City	347 Madison Ave.	Murray Hill 6-6170	Frank Chase	Production, script & writers' agents
C. K. Recorders	Portland, Ore.	3814 S. E. 26th St.	East 4858	Pliny O. Clark	Recording service, production
Champion Recording Service	New York City	1600 Broadway	Columbus 5-4445	Omar Champion	Recording service
Bruce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production, scripts
Chicago Recording Studios Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Robert W. Kittinger	Recording service, production, scripts

(Continued on Page 204)

Why not do it the EASY way?



THE ROLL-YOUR-OWN method is *one* way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.



THE NBC RADIO-RECORDING WAY of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They're complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the "Ready-Made" Product is Easier to Handle!

SHOWS that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

Betty and Bob. Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week. 390 programs available.

The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute programs per week.

Who's News. Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week. 39 programs.

Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week. 117 programs.

Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs.

Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week. 63 programs.

Hollywood Headliners. Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week. 156 programs.

Produced at "Broadcasting Headquarters," these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHACOUSTIC.

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A Radio Corporation of America Service

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Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

Also see advertisements on pages 214, 215 and 267.

XUM

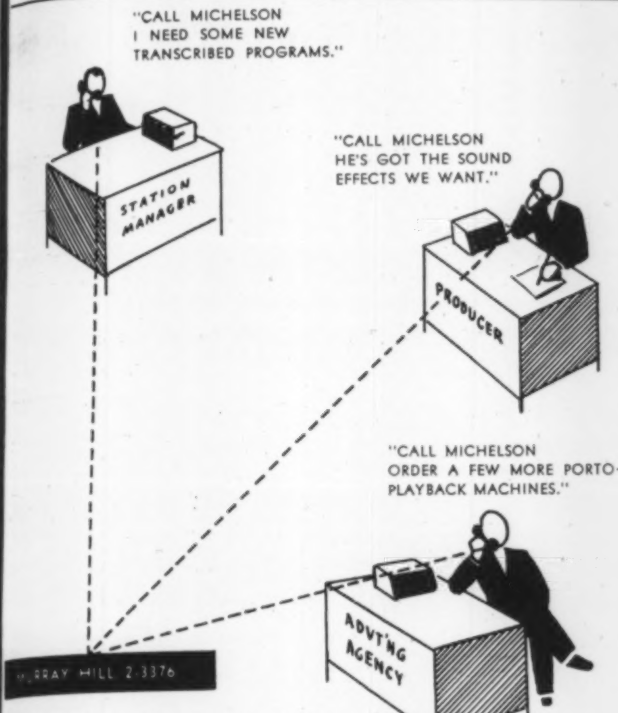
Directory of Transcription, Production and Related Services

[Continued from Page 202]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Chicago Tribune-New York News Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-1234	Arthur W. Crawford	Newspaper features adaptable to broadcast
Robert Choquette	Montreal, Que.	660 St. Catherine St., W.	Plateau 5659	Robert Choquette	Scripts
Christensen Recording Services	Chicago, Ill.	306 So. Wabash Ave.	Wabash 7795	Carle A. Christensen	Recording service, production, scripts
Arthur B. Church Productions	Kansas City, Mo. Chicago, Ill. New York City Los Angeles, Cal.	Pickwick Hotel 400 Deming Place 745 Fifth Ave. 721 No. Croft Ave.	Harrison 2650 Diversy 4400 Wickersham 2-8900 Walnut 0735	Arthur Church George E. Halley .... Bob Braun	Production, scripts, transcriptions, recording
Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 No. LaSalle St.	Humboldt 2-0880 Central 5275	George H. Clark	Transcription processing, phonograph records
Leslie Clucas	Chicago, Ill.	333 No. Michigan Ave.	Franklin 7100	Leslie Clucas	Production
Columbia Recording Corp. (Subsidiary of CBS)	New York City Hollywood, Cal. Chicago, Ill.	799 Seventh Ave. 6624 Romaine St. 410 No. Michigan Ave.	Circle 5-7300 Granite 4134 Whitehall 6000	William A. Schudt, Jr. Paul E. Crowley Girard D. Ellis	Phonograph records, transcriptions, recording
Russell C. Comer Advertising Co.	Kansas City, Mo.	101 W. 11th St.	Harrison 3964	Russell C. Comer	Transcriptions, production, recording
Commercial Broadcasting Services Ltd.	Toronto, Ont.	100 Adelaide St., W.	Elgin 3345	E. A. Byworth	Transcriptions, production
The Compo Co. Ltd.	Lachine, Que.	131 18th Ave.	Dexter 0905	H. S. Berliner	Processing transcriptions & recordings, recor ing service
Lou Cowan & Co.	Chicago, Ill.	8 So. Michigan Ave.	Randolph 2022	Lou Cowan	Production
Patrick Michael Cunning	Hollywood, Cal.	5205 Hollywood Blvd.	Hillside 5915	Milan Morgan	Production, transcriptions
Czech Broadcasting Service	Chicago, Ill.	25 E. Jackson Blvd.	Harrison 8965	Adele J. Fiola	Foreign language programs, scripts
Decca Records Inc.	New York City	50 W. 57th St.	Columbus 5-5662	C. D. MacKinnon	Phonograph records
Thomas J. Deegan	New York City	590 Madison Ave.	Plaza 3-6744	Thomas J. Deegan	Production, scripts
Alfred Dixon Speech Systems Inc.	New York City	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production, recording
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, recording
Don Lee Productions	Hollywood, Cal.	5515 Melrose Ave.	Hollywood 8111	Clifford C. McDonald	Recording service
Walter P. Downs Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Dominion Sq. Bldg. 123 Braemer Ave. 426 Brandon Ave. 6947 Angus Dr.	Marquette 6368 Hudson 0333 4-8422 Kerrisdale 2248R	Walter P. Downs E. J. Piggott B. L. McGibbon P. Peverley	Production, Recording
Draesmer Radio Productions	Los Angeles, Cal.	Columbia-Wilshire Bldg.	Walnut 4528	Isabelle Draesmer	Production, scripts, transcriptions
Earnshaw Radio Productions (Earnshaw-Young Inc.)	Hollywood, Cal.	1677 No. St. Andrews Pl.	Gladstone 2555	Harry A. Earnshaw	Transcription serials
Eccles Disc Recordings Inc.	Hollywood, Cal.	6233 Hollywood Blvd.	Hillside 8351	C. R. Alford	Recording service (Educational Discs)
Charles Eckart	Los Angeles, Cal.	250 No. Juaniata	Drexel 7259	Charles Eckart	Phonograph records
Electro Sound Products Inc.	Chicago, Ill.	228 So. Wabash Ave.	Harrison 1368	V. G. Giesel	Recording service, phonograph records
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording service
W. M. Ellsworth	Chicago, Ill.	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Production
Empire Broadcasting Corp.	New York City	480 Lexington Ave.	Plaza 8-3360	Eugene L. Bresson	Production, transcriptions, recording
Exclusive Radio Features Ltd.	Toronto, Ont.	394 Bay St.	Adelaide 3621	H. J. Smith	Production, transcriptions
Fadiman Associates Ltd.	New York City	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Featured Artists Service	New York City	247 Park Ave.	Plaza 5-5044	Maurice Scopp	Talent, scripts
Marguerite Felber Adv. Agency	Hollywood, Cal.	1680 N. Vine St.	Granite 8367	Marguerite Felber	Production
Feldman-Blum Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	William Collier, Jr.	Production, scripts, talent
Fidelity Recordings	Hollywood, Cal.	5968 Santa-Monica Blvd.	Hillside 7333	Don Forbes	Production, transcriptions
Film Associates	Dayton, Ohio	429 Ridgewood Drive	Walnut 4641	E. R. Arn, Jr.	Production, recordings, scripts
Carl Fischer Inc.	New York City	119 W. 57th St.	Circle 7-2965	Max Rittershausen	Transcriptions
Frankay & Harry Jackson	New York City	153 W. 44th St.	Longacre 5-0242	Harry Jackson	Production, transcriptions, recording service
Fletcher Wiley Productions	Hollywood, Cal.	Columbia Square Bldg.	Hollywood 1212	Fletcher Wiley	Syndication of *Housewives Protective League* *Sunrise Salute* programs
Forjoe & Co.	New York City	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Foreign language programs
Frontenac Broadcasting Co.	Toronto, Ont.	394 Bay St.	Elgin 4553	A. R. Robertson	Production
Allen A. Funt Radio Productions	New York City	52 Vanderbilt Ave.	Murray Hill 4-6148	Allen A. Funt	Scripts, production
General Amusement Corp.	New York City Chicago, Ill. Hollywood, Cal.	RKO Bldg. 360 No. Michigan Ave. 9028 Sunset Blvd.	Circle 7-7550 State 6288 Crestview 1-8101	Thomas G. Rockwell Art Weems Ralph Wonders	Transcriptions, production, scripts, talent
General Broadcasting System Inc.	Detroit, Mich. Cleveland, Ohio	Buhl Bldg. Rockefeller Bldg.	Cherry 0400 Prospect 4900	Donald C. Jones Donald C. Jones	Transcriptions, production, recording
General Sound Corp.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. F. Brinckerhoff	Recording service, transcriptions
William Gernannt	New York City	521 Fifth Ave	Vanderbilt 6-1750	William Gernannt	Production
Clark H. Getts Inc.	New York City	Waldorf-Astora	Plaza 3-9005	J. Howard Andrews	Production
Harry S. Goodman	New York City Chicago, Ill. Los Angeles, Cal.	19 E. 53rd St. American Natl. Bank Bldg. 206 So. Spring St.	Wickersham 2-3338 Randolph 7115 Vandike 1777	Harry S. Goodman A. D. Paker Barney Cragston	Production, syndicated transcriptions, scri
Lillian Gordoni Radio Productions	Chicago, Ill.	1258 So. Michigan Blvd.	Calumet 6700	Lillian Gordoni	Production, recording
Grombach Productions Inc.	New York City	18 E. 41st St.	Lexington 2-9479	Stanley M. Lazarus	Production, scripts

(Continued on Page 206)

XUM


"CALL MICHELSON
I NEED SOME NEW
TRANSCRIBED PROGRAMS."
STATION MANAGER
"CALL MICHELSON
HE'S GOT THE SOUND
EFFECTS WE WANT."
PRODUCER
"CALL MICHELSON
ORDER A FEW MORE PORTO-
PLAYBACK MACHINES."
ADVT'NG AGENCY
RRAY HILL 2-3376

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PAULINE HOPKINS
OWEN VINSON

Writers and Producers

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"KNICKERBOCKER PLAYHOUSE"

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Makers of Drene
H. W. Kastor & Sons Adv. Co., Agency

Owen Vinson & Co.
360 N. Michigan Ave.
Chicago

Directory of Transcription, Production and Related Services

[Continued from Page 204]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
H. S. G. Advertising Agency Inc.	New York City Chicago, Ill. Los Angeles	19 E. 53rd St. American Natl. Bank Bldg. 206 So. Spring St.	Wickersham 2-3338 Randolph 7115 Vandike 1777	Harry S. Goodman A. D. Paker Barney Cragston	Production, transcriptions, scripts
Mitchell J. Hamilburg Agency	Hollywood, Cal.	6305 Yucca St.	Hillside 6125	George Ward M. J. Hamilburg	Scripts, production
Sam Hammer Radio Productions	New York City	2 W. 45th St.	Murray Hill 2-0174	Sam Hammer	Production, scripts
R. T. Harris Advertising Agency Inc.	Salt Lake City, Utah	First Natl. Bank Bldg.	3-6175	R. T. Harris	Production, recording
Harris Radio Productions	Hollywood, Cal.	8268 Sunset Blvd.	Gladstone 8419	Leon Harris	Production
Harris & Steele Inc.	New York City	50 W. 67th St.	Endicott 2-9555	Wager S. Harris	Production
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-8390	Harry Harrison	Recording, production
Harvey & Howe Inc.	Chicago, Ill. New York City	919 No. Michigan Ave. 122 E. 42nd St.	Delaware 1155 Lexington 2-6910	W. S. Harvey Jr. Edward Brett	Production, scripts, recording
Sam Hayes	Hollywood, Cal.	NBC Radio City	Hollywood 6161	Sam Hayes	Recorded news and sports commentaries
Leland Hayward Inc.	New York City Beverly Hills, Cal.	654 Madison Ave. 9200 Wilshire Blvd.	Regent 4-7000 Crestview 1-5151	Larry White Leland Hayward	Scripts, talent
Heffelfinger Agency	New York City	522 Fifth Ave.	Vanderbilt 6-2450	C. H. Pearson	Scripts, production
George Heid Productions	Pittsburgh, Pa.	Century Bldg.	Grant 3696	George Heid	Production, scripts, recording
Hispano Broadcasting Co.	Los Angeles, Cal.	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
Holden Associates	Hollywood, Cal.	1680 No. Vine St.	Hempstead 2010	Eddie Holden	Production, transcriptions
Hollywood Associate Producers	Los Angeles, Cal.	815 So. Hill St.	Trinity 0841	Chet Peterson	Transcriptions, scripts
Hollywood Transcript Co.	Hollywood, Cal.	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Recording service, airchecks
Illinois Educational Sound Service	Chicago, Ill.	20 No. Wacker Drive	Randolph 3550	R. W. Damron	Production, recording
International Artists Inc. Recording Studios	Hollywood, Cal.	1512 No. Gordon Ave.	Hollywood 7391	Dixon McCoy	Recording service, transcriptions
Intercontinental Audio Video Corp.	New York City	44 Horatio St.	Chelsea 3-3455	Winton L. Miller, Jr.	Recording service, production
International Commercial Broadcasting Co.	Chicago, Ill.	3212 W. Roosevelt Rd.	Van Buren 6680	Max Sosewitz	Jewish programs
International Radio Productions (Transcription Div., International Radio Sales)	New York City	20 E. 57th St.	Plaza 8-2600	E. D. Harvey	Production, scripts, recording
Fred Jacky	Chicago, Ill.	520 No. Michigan Ave.	Delaware 3262	Fred Jacky	Production
Warren C. Jaynes Recording Service	Chicago, Ill.	154 E. Erie St.	Delaware 1171	Warren C. Jaynes	Recording service (mobile recording unit)
Jewish Radio Zone Advertising Co.	New York City	132 W. 43rd St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish programs
Stella Karn	New York City	2 W. 45th St.	Vanderbilt 6-3860	Stella Karn	Production
Kaspar-Gordon Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Aaron S. Bloom	Production, scripts, syndicated transcriptio recording
Kated Corp.	New York City	1819 Broadway	Circle 7-0094	Ted Collins	Production
Jesse L. Kaufman Inc.	New York City	10 Rockefeller Plaza	Columbus 5-2050	Jesse L. Kaufman	Production, talent
John Keating	Portland, Ore.	Studio Bldg.	Beacon 1009	John Keating	Production, recording, scripts, (mobile recordi unit)
Keenan's Music Service	Bridgeport, Conn.	932 E. Main St.	5-9715	Eddie Keenan	Recording service
David Wayne Kennedy Industrial	Los Angeles, Cal.	9817 Denker Ave.	Pleasant 1-2240	David W. Kennedy	Recordings
Kent-Johnson Inc.	New York City	34 W. 53rd St.	Plaza 3-7246	Alan Kent	Talent, production, transcription
Kermit-Raymond Corp.	New York City	745 Fifth Ave.	El Dorado 5-5511	Raymond R. Green	Production, recording, scripts
Key Recordings	New York City	103 Park Ave.	Lexington 2-2811	Andrew Portnow	Recordings
James B. Keysor Co. Inc.	Salt Lake City, Utah	137 Motor Ave.	3-8938	James B. Keysor	Recording service & processing
Keystone Broadcasting System Inc.	New York City Chicago, Ill. Hollywood, Cal.	580 Fifth Ave. 134 No. La Salle St. 8442 Hollywood Blvd.	Longacre 3-2221 State 6543 Hempstead 0460	Michael M. Sillerman Sidney J. Wolf Pegot Waring	Transcription network
King Features Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Stewart Hopkins	Newspaper features adaptable to broadcasting
King-Trendle Broadcasting Corp.	Detroit, Mich.	Stroh Bldg.	Cherry 8321	H. Allen Campbell	Production
Langlois & Wentworth Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Production, transcriptions
Lang-Worth Feature Programs Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	Ralph C. Wentworth	Transcription Library (public domain), transcriptions, production
Phillips H. Lord Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	John O. Ives	Production
William C. Lengel-Literary Associates	New York City	1860 Broadway	Circle 5-5282	....	Scripts
Mort Lewis	New York City	10 E. 85th St.	Butterfield 8-8061	Mort Lewis	Production, scripts
Estelle Lutz Artists Bureau	Chicago, Ill.	410 So. Michigan Ave.	Harrison 3435	Estelle Lutz	Production
A. & S. Lyons	Beverly Hills, Cal.	356 No. Camden Dr.	Crestview 1-6131	Nat Wolff	Production
C. P. MacGregor	Hollywood, Cal.	729 So. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, transcriptions
Hal R. Makelim Productions	Chicago, Ill.	360 No. Michigan Ave.	State 3472	Hal Makelim	Transcriptions, production
Harry Martin Enterprises	Evanston, Ill.	1010 Maple Ave.	Greenleaf 6126	Harry Martin	Scripts
Masque Sound Recording Corp.	New York City	1790 Broadway	Circle 5-8850	P. B. Green	Sound effects recordings
R. U. McIntosh & Associates Inc.	No. Hollywood, Cal.	10558 Camarillo St.	Sunset 2-9275	R. U. McIntosh	Transcriptions

(Continued on Page 208)

CBS
COLUMBIA
ELECTRICAL TRANSCRIPTION
COLUMBIA RECORDING CORPORATION
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COLUMBIA RECORDING CORPORATION · A SERVICE OF THE COLUMBIA BROADCASTING SYSTEM

Directory of Transcription, Production and Related Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE O SERVICE
Alexander McQueen	Chicago, Ill.	185 E. Chestnut St.	Superior 9139	Alexander McQueen E. R. Jaunge, Assoc.	Production, scripts
Edith Meiser	New York City	205 E. 78th St.	Butterfield 8-1217	Edith Meiser	Scripts
Melka Record Mfg. Co.	Los Angeles, Cal.	201 N. San Pedro St.	Tucker 9756	Kazuo Mihara	Recordings, transcriptions
Melotone Recording Studio	New York City	25 Central Park, W.	Circle 6-1366	Mera M. Wemstock	Recording service
Fred C. Mertens & Associates	Los Angeles, Cal.	Hohm Bldg.	Federal 0119	Fred C. Mertens	Production, transcriptions
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	21 Dundas Sq.	Adelaide 0181	Kenneth D. Soble	Production, scripts, recording
Charles Michelson Radio Transcriptions	New York City	67 W. 44th St.	Murray Hill 2-3376	Charles Michelson	Speedy-Q Sound Effects Library
	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2035	Harry Gennett, Jr.	
	Richmond, Ind.	South First & B St.	1117	Ryland Jones	
Michelson & Sternberg Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Mid-West Transcriptions Inc.	St. Louis Park, Minn.	4835 Minnetonka Blvd.	Walnut 9131	K. L. Sueker	Recording service
Miller Broadcasting System Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
Miller Bros.	Los Angeles, Cal.	445 So. La Cienega Blvd.	Bradshaw 2-1233	W. H. Miller Ross Miller	Recording service, airchecks
Mode-Art Pictures Inc.	Pittsburgh, Pa.	1020 Forbes St.	Grant 2995	James L. Baker	Production, recording scripts
Monte-Gray Inc.	Hollywood, Cal.	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Production
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production, transcriptions
Hoyt Evans Morris	Detroit, Mich.	Barlum Tower	Cherry 6622	Hoyt Evans Morris	Production, scripts
William Morris Agency Inc.	Beverly Hills, Cal.	202 No. Canon Dr.	Crestview 1-6161	George Gruskin	Production
Sidney P. Morse	Chicago, Ill.	203 No. Wabash Ave.	Dearborn 1863	Sidney P. Morse	Production
Murray Sound Systems	Cleveland, Ohio	3910 Carnegie St.	Endicott 3390	J. H. & R. S. Murray	Recording services
Music City Recording Studios	Hollywood, Cal.	1501 N. Vine St.	Hillside 7185	Hugh J. Claudin	Recording service, airchecks
Music Corporation of America	Chicago, Ill.	430 No. Michigan Ave.	Delaware 1100	M. B. Lipsey R. Facchine	Orchestra and talent bookings, production, transcriptions, scripts
	New York City	745 Fifth Ave.	Wickersham 2-8900	William R. Goodheart Jr.	
	Cleveland, O.	Union Commerce Bldg.	Cherry 6010	DeArv Barton	
	Dallas, Tex.	Tar Petroleum Bldg.	2-1448	Norman Steppe	
	San Francisco. Cal.	111 Sutter St.	Exbrook 8922	Herman Stein	
	Beverly Hills, Cal.	MCA Bldg.	Bradshaw 23-21	Taft Schreiber	
	London, W1, England	16 Old Bond St.	Regio 6506	Margaret Weiner	
Musicraft Records Inc.	New York City	242 W. 55th St.	Circle 7-0676	Paul Puner	Recording, accessories
Muzak Transcriptions Inc. (Subsidiary Assoc. Music Publishers)	New York City	151 W. 46th St.	Bryant 9-1246	Waddill Catchings	Transcriptions, recordings (vertical & lateral)
National Artists Bureau	Chicago, Ill.	203 No. Wabash Ave.	Randolph 3858	Florence Small	Scripts, production
National Broadcasters & Entertainers	Indianapolis, Ind.	Hotel Washington	Lincoln 8131	Kay Keiser	Production, recording, scripts
National Radio Advertising Agency	Hollywood, Cal.	Hollywood Center Bldg.	Hempstead 1551	D. D. Crawford	Production
National Recording Co.	New York City	351 W. 42nd St.	Circle 6-0700	Ben Greene	Recording service, production
National Vocarium	New York City	610 Fifth Ave.	Circle 7-5479	Robert Vincent	Transcriptions, production, script
NBC Radio Features Division (NBC Affiliate)	New York City	30 Rockefeller Plaza	Circle 7-8300	William Hillpot	Transcriptions, productions, scripts
	Chicago, Ill.	Merchandise Mart	Superior 8300	....	
	Hollywood, Cal.	1500 N. Vine St.	Hollywood 6161	Alex Robb	
	San Francisco, Cal.	111 Sutter St.	Sutter 1920	Alex Haas	
NBC Radio-Recording Division	New York City	30 Rockefeller Plaza	Circle 7-8300	C. Lloyd Egner	Transcription Library (Thesaurus), syndicated programs, production, scripts, recording
	Chicago, Ill.	Merchandise Mart	Superior 8300	Frank E. Chizzinni	
	Hollywood, Cal.	Sunset Blvd. & Vine	Hollywood 6161	Robert F. Schuetz	
	Washington, D. C.	Trans-Lux Bldg.	Republic 4000	E. William Young	
Neff Radio Productions	Detroit, Mich.	Stroh Bldg.	Randolph 3006	M. A. Neff	Production, scripts, recording
Nevill & Ross	New York City	48 W. 48th St.	Lackawanna 4-2067	Jack Nevill Harry Ross	Production, transcriptions
Eugene P. O'Fallon Inc.	Denver, Colo.	Albany Hotel	Keystone 0178	Frank Bishop	Recording service
Lilian Okun Inc.	New York City	15 Central Park West	Columbus 5-0060	Lilian Okun	Production, scripts
Pan American Broadcasting Co.	New York City	330 Madison Ave.	Murray Hill 2-0811	A. Alexander	Production, recording service
Parker-Piper Talent Productions	Chicago, Ill.	540 No. Michigan Ave.	Delaware 8220	Donna Parker Peter Piper	Production
James Parks Co.	Chicago, Ill.	333 No. Michigan Ave.	Central 7980	James Park	Production
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Transcriptions, production, scripts (religious programs)
Photo & Sound Inc.	San Francisco, Cal.	153 Kearney St.	Exbrook 2103	Melvin S. Jacobus	Production, recording services, television sound films
Pittsburgh Star Radio Program	Pittsburgh, Pa.	904 Webster Ave.	Court 3797	A. Certo	Production, recording, scripts
Poinsettia Inc.	Pitman, N. J.	100 Cedar Ave.	511	F. L. Pedrick	Recording and processing; supplies
	Chicago, Ill.	4447 Irving Park Rd.	Palisade 5610	L. H. Ottofy	
	Louisville, Ky.	705 So. First St.	Wabash 3773	George Neville	
Polish Broadcasting Bureau	Buffalo, N. Y.	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Production
Ralph L. Power	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions & scripts for export; sells Australian produced transcriptions & scripts
Premier Radio Enterprises Inc.	St. Louis, Mo.	1218 Olive St.	Garfield 3395	H. S. Somson	Recording service, production scripts
George Logan Price	Los Angeles, Cal.	3902 W. Sixth	Exposition 1960	G. L. Price	Production, transcriptions, scripts
Rai Purdy Productions	Toronto, Ont.	37 Bloor St., W.	Randolph 7200	Rai Purdy	Production, scripts

(Continued on Page 210)

SESAC IS ON TOP

because -

SESAC GIVES Over 830 licensed radio stations -

Diversified American Music for every type of program every hour of the day - 200 different types of music - 128 publishers.

SESAC GIVES Advertising Agencies -

Freedom from "clearance" headaches. (Practically all stations and networks are licensed to use SESAC music on live talent - recorded - and transcribed shows.)

(Your client will also like the 2¢ recording fee)

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SESAC

THE BEST MUSIC IN AMERICA

113 West 42nd Street New York

Directory of Transcription, Production and Related Services

(Continued from Page 208)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Radio Attractions Inc.	New York City	1775 Broadway	Columbus 5-0225	Arthur Perlman	Transcriptions
Radio Centre Ltd.	Toronto, Ont.	74 Wellington St., W.	Waverly 2036	Spencer Grow	
Radio Events Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3487	Joseph M. Koehler	Production, scripts
Radio Features of America	New York City	37 W. 46th St.	Bryant 9-9622	Oliver W. Nicoll Alma Sandra Munsell	Production, scripts, talent
Radio House Inc.	New York City	18 E. 50th St.	Eldorado 5-1860	Martha Jayne Rountree	Transcriptions, production, recording, scripts
Radio Merchandising Service	Chicago, Ill.	520 No. Michigan Ave.	Superior 4627	James A. Iago	Spot announcements
Radio Producers of Hollywood	Hollywood, Cal.	930 No. Western Ave.	Hollywood 6288	Lou R. Winston	Production, transcriptions
Radio Production Co.	New York City	52 Vanderbilt Ave.	Murray Hill 4-6148	Allen Funt	Script, transcriptions, production
Radio Programme Producers	Montreal, Que. Toronto, Ont. Buffalo, N. Y.	1440 St. Catherine St., W. 37 Bloor St., W. Hotel Statler	Marquette 1182 Randolph 7200 Cleveland 6400	Paul L'Anglais Rai Purdy Gilbert Wall	Production
Radio Receiving Record Co.	Providence, R. I. San Diego, Cal.	304 Smith St. 2172 Front St.	Dexter 4081 Main 7552	Lewis A. McGowan, Jr. Eleanor Osborne	Recording service
Radio Recorders, Inc.	Hollywood, Cal.	932 No. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service, production
Radio Recording Studios	Chicago, Ill.	4701 No. Winchester Ave.	Edgewater 6461	Myron Bachman	Recording service, airchecks
Radio Recording Studios	New York City	1619 Broadway	Columbus 5-9037	A. Moran	Recording service
Radio Showmanship Inc.	New York City	341 Madison Ave.	Murray Hill 4-4728	Walter Lurie	Production, talent, transcription
Radio Transcription Co. of America Ltd.	Hollywood, Cal.	Hollywood Blvd. & Cosmo St.	Hollywood 3545	Andrew J. Schrade	Transcriptions, production
Radio Writers Laboratory	Lancaster, Pa.	51 So. Duke St.	2-1387	M. S. Miller	Scripts
Radioscript Productions Co.	New York City	1775 Broadway	Circle 7-2849	Maury Ascher	Production, scripts
RCA Mfg. Co. Inc. (RCA Victor Division, Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 No. Sycamore Ave.	Camden 8000 Murray Hill 4-6200 Delaware 4774 Hillside 5171	Frank B. Walker George L. Keane A. E. Hindle J. E. Francis	Transcriptions, phonograph records, recording service
Rec-Art Studios	Los Angeles, Cal.	1203 So. Main St.	Prospect 9232	Al Nazareth	Recording service
Recorded Lectures Inc.	Chicago, Ill.	737 No. Michigan Ave.	Whitehall 8086	....	Educational transcriptions
Reeves Sound Studios, Inc.	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Transcriptions, recording service, production
Religious News Service	New York City	381 Fourth Ave.	Murray Hill 3-8246	Louis Minsky	Syndicated religious news scripts
Resnick-Miller-England Inc.	New York City	9 Rockefeller Plaza	Circle 6-9740	James W. Miller	Local merchandising programs
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording service, production
Norman Ross Inc.	Chicago, Ill.	605 No. Michigan Ave.	Superior 2168	Norman Ross	Production, casting
Roth Agency	New York City	1619 Broadway	Circle 7-8220	Bud Roth	Recording, scripts, talent
Roth & Berdun	Detroit, Mich.	4464 Cass Ave.	Temple 1-2552	Charles Roth	Recording service
Patrica Salter	New York City	128 W. 59th Ave.	Circle 6-9048	Patrica Salter	Production
Saltimieras Radio Advertisers	Chicago, Ill.	6912 So. Western Ave.	Prospect 4050	Paul B. Saltimieras	Transcriptions, production, scripts, recording (Lithuanian programs)
Schramm Studios	New Orleans, La.	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording service, production
G. Schrimer Inc.	New York City	3 E. 43rd St.	Murray Hill 2-8100	Carl Engel	Recording service, transcriptions
Bernard L. Schubert Inc.	New York City	501 Madison Ave.	Plaza 8-0771	Bernard L. Schubert	Production
Script Library	New York City	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts
Script & Talent	Chicago, Ill.	360 No. Michigan Ave.	Dearborn 0351	Seymour Keating Lewis Herman	Production, scripts
Sellers Inc.	Dallas, Tex.	912 Commerce St.	Central 5978	J. E. Sellers	Production, recording, scripts
Service Programs Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3489	Gladys Miller	Production, scripts
Shaffer-Waible Radio Productions	New York City	55 W. 46th St.	Bryant 9-2682	Lloyd Shaffer Fred Waible	Production, scripts
Sheldon-Davis	New York City	655 Fifth Ave.	Plaza 9-4320	Herbert R. Sheldon	Scripts
Stephen Slesinger Inc. (NEA representative)	New York City	247 Park Ave.	Eldorado 5-2545	Stephen Slesinger	Newspaper features adaptable for radio
Edward Sloman Productions	Hollywood, Cal.	8782 Sunset Blvd.	Crestview 1-2242	Edward Sloman	Production, transcriptions
Harry Smith Recording Co.	New York City	2 W. 46th St.	Medalion 3-2996	Harry Smith	Recording service, transcriptions
J. Hall Smith Recording Studios	Detroit, Mich.	Madison Theatre Bldg.	Cherry 6550	J. Hall Smith	Recording service, production, scripts
Sound Control	Des Moines, Ia.	412 Ninth St.	4-2994	Russell R. McBride	Production, recording, scripts, air checks
Sound Recording Service	Rochester, N. Y.	199 Brett Rd.	Culver 5548	George W. Driscoll	Recording service, airchecks
Sound Recording Studios Inc.	Dallas, Tex.	4145 Commerce St.	U 6-1302	Rex V. Lentz	Production, recording service
Southern Radio Features	Dallas, Tex.	Texas Bank Bldg.	2-8292	A. M. Cohen	Radio cooking schools
Henry Souvaine Inc.	New York City	30 Rockefeller Plaza	Circle 7-5666	Henry Souvaine	Production, scripts, talent
Speak-O-Phone Recording & Equipment Co.	New York City	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Recording service & equipment
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2035	Harry Gennett, Jr.	Recorded sound effects
Spot Film Productions	New York City	339 E. 48th St.	Plaza 5-0808	Clarence Schmidt	Sound-on-film recordings

(Continued on Page 212)

BMI
ENDURING PROOF OF
THE POWER AND THE
DETERMINATION OF
AN AMERICAN INDUSTRY
TO CREATE AND MAINTAIN
THE RIGHT OF FREE TRADE
IN A COMPETITIVE MARKET

Directory of Transcription, Production and Related Services

[Continued from Page 210]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Standard Radio Inc.	Hollywood, Cal. Chicago, Ill. New York City Dallas, Tex. Seattle, Wash.	6404 Hollywood Blvd. 360 No. Michigan Ave. 45 W. 45th St. Wilson Bldg. White-Henry-Stuart Bldg.	Hillside 0188 State 3153 Bryant 9-4324 Central 3350 Main 6626	Gerald King Milton M. Blink Herbert Rosen Herbert Denny Hal Pierce	Transcription library, transcriptions
Star Radio Programs Inc.	New York City	250 Park Ave.	Plaza 3-4991	Daniel C. Studin	Scripts
Star Record Co.	New York City	17 W. 60th St.	Circle 6-2799	Dorothy Vanston	Recording service
Frank Stempel Agency	Hollywood, Cal.	8736 Sunset Blvd.	Crestview 6-6218	Frank Stempel	Production
Douglas F. Storer	New York City	RKO Bldg.	Circle 7-1150	Douglas F. Storer	Production
Edwin Strong Inc.	New York City	71 W. 45th St.	Bryant 9-5758	Edwin Strong Gordon Butler	Recording service, script, transcription, production, talent
Irving Strouse	New York City	1776 Broadway	Columbus 5-8198	Irving S. Strouse	Production
Studio & Artists Recorders	Hollywood, Cal.	6107 Sunset Blvd.	Hillside 8241	Lewis Finston	Recording, air-checks, dubbing
Superman Inc.	New York City	480 Lexington Ave.	Plaza 3-0740	Robert Maxwell	Production, scripts, transcriptions
Technisonic Recording Laboratories	St. Louis, Mo.	818 So. Kingshighway Blvd.	Franklin 2060	C. E. Harrison	Recording service, production
Tele-Play Productions Inc. (Division of Wm. Morris Agency Inc.)	Beverly Hills, Cal.	202 No. Canon Drive	Crestview 1-6161	Robert Loewi	Production, scripts
Transamerican Broadcasting & Television Corp.	New York City	1 East 54th St.	Plaza 5-9800	Warren Jennings	Transcriptions, production
Transcribed Radio Shows Inc.	New York City	2 W. 47th St.	Longacre 5-3440	H. Walden	Recording service, scripts, production, transcriptions
Transray Recording & Production Co.	Toronto, Ont.	10 McCaul St.	Adelaide 5112	John Part	Production, scripts, recording
Transtudio Corp.	Buffalo, N. Y.	473 Virginia St.	Cleveland 1160	James W. Gillis, Jr.	Recording service, production, scripts
Tullen Sound Recording Studio	Hartford, Conn.	31 Manchester St.	6-7481	David B. Tullen	Recording service, airchecks
Ubaldo Guidi's Italian Radio Programs	Boston, Mass.	261 Hanover St.	Capitol 4035	Ubaldo Guidi	Italian programs
United Artists Bureau	Des Moines, Iowa	905 Walnut St.	4-5553	R. B. Eaton	Recording service, production, scripts
United Broadcasting Co.	Chicago, Ill.	201 N. Wells St.	Andover 1685	Egmont Sonderling	Production, recording service, foreign language transcriptions
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Recording Co.	Chicago, Ill.	Merchandise Mart	Delaware 6364	Lee Stremlau	Recording service
United States Research Corp.	Washington, D. C.	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording service
United Transcribed System	Toronto, Ont.	14 McCaul St.	Adelaide 5112	John H. Part	Production, recording service, scripts
Universal Radio Productions	Chicago, Ill.	820 No. Michigan Ave.	Superior 0380	R. E. Burke	Production
Universal Recording Co. Inc.	New York City	1270 Sixth Ave.	Circle 5-4895	Allen Best	Recording service
Urab Recording Studio	New York	245 W. 34th St.	Chickering 4-3314	....	Recording service
Thomas J. Valentino	New York City	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Recording service
Video & Sound Enterprises	Omaha, Neb.	Box 517	Atlantic 4200	Franklin O. Pease	Recording service
Frank W. Vincent Inc.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	Fred Brisson Arthur Grounds	Production
Robert Vincent Radio Productions	New York City	610 Fifth Ave.	Circle 7-5479	Robert Vincent	Production
Owen Vinson & Co.	Chicago, Ill.	360 No. Michigan Ave.	Central 6769	Owen Vinson	Production
Blair Walliser	Chicago, Ill.	435 No. Michigan Ave.	Superior 0100	Blair Walliser	Production
Waxelbaum & Co.	New York City	132 W. 43rd St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish radio programs
WCAU Broadcasting Co.	Philadelphia, Pa. New York	1622 Chestnut St. 485 Madison Ave.	Locust 7700 Wickersham 2-2200	Dr. Leon Levy Robert A. Street	Recording service, production
Weiderhold Recording Studios	Louisville, Ky.	1941 Richmond Dr.	Highland 1567	George Wiederhold	Production, recording service
Carl Wester & Co.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 6922	Carl W. Wester	Production
WFIL Broadcasting Co.	Philadelphia, Pa.	Widener Bldg.	Rittenhouse 6900	Roger W. Clipp	Production, recording services
WHN Transcription Service	New York City	1540 Broadway	Bryant 9-7800	Robert G. Patt	Recording service, production
Wilson, Powell & Hayward Inc.	New York City	444 Madison Ave.	Plaza 5-5480	James V. Peppe	Production, talent
Alice Blaine Wolf	New York City	9 St. Lukes Place	Walker 5-5591	Alice Blaine Wolf	Production, scripts
Wolf Associates Inc.	New York City Hollywood, Cal.	RKO Bldg. 6912 Hollywood Blvd.	Circle 7-4885 Gladstone 0676	Edward Wolf L. Wolfe Gilbert	Production
WOR Electrical Transcription & Recording Service	New York City	1440 Broadway	Pennsylvania 6-8600	Ray S. Lyon	Recording service, production, scripts
World Broadcasting System Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C.	711 Fifth Ave. 301 E. Erie St. 1050 Howard St. 1000 N. Seward St. Wardman Park Hotel	Wickersham 2-2100 Superior 9114 Douglas 3310 Hollywood 6321 Columbia 2000	Percy L. Deutsch Read Wight C. C. Langevin Pat W. Campbell Harold A. Lafount	Transcription library, transcriptions, production, scripts, talent
World High Fidelity Recording Inc.	Montreal, Que.	1159 St. Lawrence Blvd.	Lancaster 8833	Aurele Boisvert	Recording service, film recording, production
Ben Yost Inc.	New York City	1650 Broadway	Circle 6-6532	Harry W. Lawrence	Production
Bernard Zisser Inc.	New York City	40 E. 49th St.	Eldorado 5-4227	Bernard Zisser	Production, scripts
Frederic W. Ziv Inc	Cincinnati, Ohio	2436 Reading Rd.	University 2596	Frederic W. Ziv	Transcriptions, scripts, production, recording service

There's Music on the Air Again

We are glad to be back on the air waves . . . and sincerely appreciate the wholehearted welcome given us from the first day of our return.

It is pleasing and significant that, within thirty days, more than ninety per cent of the music on network programs was ASCAP music.

The complete and sincere friendliness of the broadcasters with whom we have become re-associated can result only in our closer cooperation and broadened service.

Thanks a lot everybody and a million good wishes.

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

Buy American Defense Bonds *Play American Music*

"NAMES" LIKE THESE!

ALLEN ROTH

RICHARD LEIBERT

SAMMY KAYE

HORACE HEIDT

CARSON ROBISON

HARRY HORLICK

LAWRENCE WELK

JOHN SEAGLE

—build audiences that have a dollar-and-cents value to sponsors and to *you!*

SEVEN KEYS TO
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IN SEVEN YEARS of service to radio stations and the clients—from Portland, Maine, to Portland, Oregon, and from Alaska to the Gulf—*NBC Thesaurus* ha proved over and over again that it is the *complet* musical program service . . . Thesaurus provides seve keys to successful programming and sales to sponsors

THESAURUS "NAMES"

Names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Horlick, The Jesters, Golden Gate Quartet, Rosario Bourdon, Richard Leibert, Thomas L. Thomas, John Seagle and the host of others i *NBC Thesaurus* give you the top-ranking stars sponsors go for!

THESAURUS SCOPE

From swing and sweet, military band, symphonic, cowboy and hill-billy, sacred, concert and novelty selections—from all of these ar built balanced, unified musical programs o every variety—with smooth, professional continuity worthy of any sponsor's identification

THESAURUS RANGE

More than 2500 selections in the basic library . . . with new releases adding 75 to 80 selections monthly...help the most modest budget blossom into a full and highly-rated statio schedule.

THESAURUS ECONOMY

Best of all, these topnotch programs may b made available to sponsors at a cost so low tha your prospect will not shy at the dotted line

Also see advertisements on pages 203 and 267.

RCA Bldg., Ra

TO UNLOCK A SPONSOR'S HEART...

*(and **pocketbook!**)*

THESAURUS PRODUCTION

Each of the 70 program periods (approximately 25 hours) each week, making up 25 outstanding shows for which weekly continuity is provided, is produced with every facility that modern radio technique affords . . . by skilled directors who *know* broadcasting and the needs of the individual station!

THESAURUS SALES-HELPS

To help your salesmen sell these features, Thesaurus provides a colorful, dramatic presentation in portfolio form for each of them—a sales manual and a complete publicity kit of photos, mats and news stories!

THESAURUS RECORDING

NBC Orthacoustic—is tops . . . puts your shows on the air with all the flavor and character of *live* sound. Evidence: . . . *Thesaurus* artists are among the top mail-pullers on many stations where they are heard.

Write today for the complete Thesaurus story—including information on rates, availability, presentation and audition samples.

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION—NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

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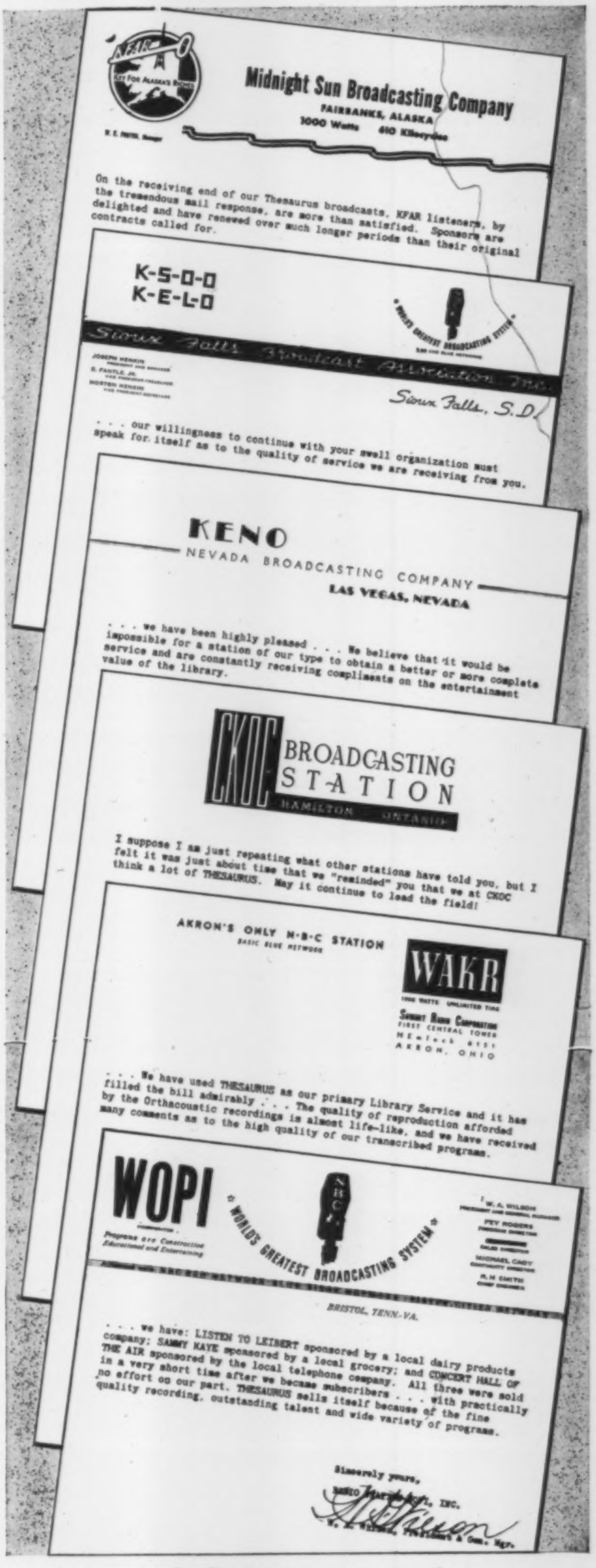

Midnight Sun Broadcasting Company
FAIRBANKS, ALASKA
1000 Watts 610 Kilocycles

On the receiving end of our Thesaurus broadcasts, KFAR listeners, by the tremendous mail response, are more than satisfied. Sponsors are delighted and have renewed over much longer periods than their original contracts called for.

K-S-O-O
K-E-L-O
Sioux Falls Broadcast Association Inc.
Sioux Falls, S.D.

. . . our willingness to continue with your swell organization must speak for itself as to the quality of service we are receiving from you.

KENO
NEVADA BROADCASTING COMPANY
LAS VEGAS, NEVADA

. . . we have been highly pleased . . . We believe that it would be impossible for a station of our type to obtain a better or more complete service and are constantly receiving compliments on the entertainment value of the library.

CKOC BROADCASTING STATION
HAMILTON ONTARIO

I suppose I am just repeating what other stations have told you, but I felt it was just about time that we "reminded" you that we at CKOC think a lot of THESAURUS. May it continue to lead the field!

AKRON'S ONLY N-B-C STATION
BASIC BLUE NETWORK
WAKR
1000 WATTS UNLIMITED TIME
Summit Radio Corporation
FIRST CENTRAL TOWER
HEmlock 8151
AKRON, OHIO

. . . We have used THESAURUS as our primary Library Service and it has filled the bill admirably . . . The quality of reproduction afforded by the Orthacoustic recordings is almost life-like, and we have received many comments as to the high quality of our transcribed programs.

WOPI
Programs are Constructive Educational and Entertaining
WORLD'S GREATEST BROADCASTING SYSTEM
W. A. WILSON
PEY ROGERS
MICHAEL CADY
R. H. SMITH
BRISTOL, TENN.-VA.

. . . we have: LISTEN TO LEIBERT sponsored by a local dairy products company; SAMMY KAYE sponsored by a local grocery; and CONCERT HALL OF THE AIR sponsored by the local telephone company. All three were sold in a very short time after we became subscribers . . . with practically no effort on our part. THESAURUS sells itself because of the fine quality recording, outstanding talent and wide variety of programs.

Sincerely yours,
RADIO [illegible], INC.
W. A. Wilson, President & Gen. Mgr.

—pay for Thesaurus on your station many times over...

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

AMP—Associated Music Publishers
25 W. 45th St., New York City

LW—Lang-Worth Feature Programs Inc.
420 Madison Ave., New York City
(Affiliated with NAB Program Library)

MG—C. P. MacGregor
729 S. Western Ave., Los Angeles, Cal.

NBC—NBC Thesaurus
RCA Bldg., New York City

SR—Standard Radio Inc.
360 N. Michigan Ave., Chicago, Ill.
6404 Hollywood Blvd., Hollywood, Cal.

WBS—World Broadcasting System
711 Fifth Ave., New York City
501 E. Erie St., Chicago

(As reported to January 1, 1942, by Services; Due to incomplete return by transcription companies on foreign subscribers as the result of war conditions, listing is confined to U. S. possessions, and Canada; see pages 202-212 for complete list of transcription producers)

ALABAMA

City	Station	Service
Anniston	WHMA	WBS
Bessemer	WJLD	WBS
Birmingham	WAPI	LW
Birmingham	WBRC	LW, SR
Birmingham	WSGN	LW, NBC
Decatur	WMSL	WBS
Dothan	WAGF	SR
Mobile	WALA	SR
Mobile	WMOB	MG, WBS
Montgomery	WCOV	MG
Montgomery	WSFA	NBC
Tuscaloosa	WJRD	WBS

ARIZONA

City	Station	Service
Jerome	KCRJ	MG
Phoenix	KPHO	AMP
Phoenix	KOY	LW, WBS
Phoenix	KTAR	LW, MG, NBC, SR
Prescott	KYCA	MG, NBC
Safford	KGLU	MG, SR
Tucson	KGAR	LW
Tucson	KTUC	WBS
Tucson	KVOA	NBC
Yuma	KYUM	NBC, SR

ARKANSAS

City	Station	Service
El Dorado	KELD	SR
Fort Smith	KFPW	NBC, SR
Helena	KFFA	NBC
Hot Springs	KTHS	SR
Little Rock	KARK	SR
Little Rock	KGHI	MG, SR
Little Rock	KLRA	NBC
Pine Bluff	KOTN	MG
Siloam Springs	KUOA	LW, WBS

CALIFORNIA

City	Station	Service
Bakersfield	KERN	SR
Bakersfield	KPMC	LW, NBC, WBS
Berkeley	KRE	LW, SR
Beverly Hills	KMPC	AMP, LW, MG
Chico	KHSL	MG, SR
Eureka	KIEM	LW, MG, WBS
Fresno	KARM	SR
Fresno	KFRE	AMP
Fresno	KMJ	NBC
Long Beach	KFOX	LW, MG, SR
Long Beach	KGER	SR, MG, WBS, LW
Los Angeles	KECA	LW, MG, SR
Los Angeles	KFI	LW, MG, SR
Los Angeles	KFVD	LW
Los Angeles	KGFJ	AMP, SR
Los Angeles	KHJ	WBS
Los Angeles	KMTR	LW, SR
Los Angeles	KNX	AMP
Marysville	KMYC	MG, SR
Merced	KYOS	MG, SR
Modesto	KTRB	LW
Monterey	KDON	MG, NBC
Oakland	KLX	WBS
Oakland	KROW	LW, SR
Pasadena	KPAS	LW, MG
Pasadena	KWKW	SR
Redding	KVCV	MG, SR
Riverside	KPRO	WBS
Sacramento	KFBK	NBC
Sacramento	KROY	SR
San Bernardino	KFXM	MG, SR
San Diego	KFMB	SR
San Diego	KFSD	MG, NBC
San Diego	KGB	WBS
San Francisco	KFRC	WBS
San Francisco	KGEI	NBC
San Francisco	KGO	NBC, SR
San Francisco	KJBS	LW, MG, SR
San Francisco	KPO	NBC, SR
San Francisco	KSAN	LW, MG
San Francisco	KSFO	LW, MG, SR
San Francisco	KYA	AMP, SR
San Jose	KQW	MG, NBC, SR
San Luis Obispo	KVEC	SR
Santa Barbara	KDB	WBS
Santa Rosa	KSRO	NBC, WBS
Stockton	KGDM	WBS
Stockton	KWG	SR
Visalia	KTKC	LW, MG, WBS
Watsonville	KHUB	WBS

COLORADO

City	Station	Service
Colorado Springs	KVOR	LW, MG, NBC
Denver	KFEL	LW, MG, SR, WBS
Denver	KLZ	AMP, MG

COLORADO (Continued)

City	Station	Service
Denver	KMYR	SR
Denver	KOA	NBC, SR
Denver	KVOD	AMP, LW, MG
Durango	KIUP	LW
Grand Junction	KFXJ	WBS
Greeley	KFKA	LW
La Junta	KOKO	SR
Pueblo	KGHF	WBS

CONNECTICUT

City	Station	Service
Bridgeport	WICC	AMP, SR
Bridgeport	WNAB	LW
Hartford	WDRC	AMP, LW
Hartford	WTHT	LW, SR
Hartford	WTIC	LW, WBS
New Britain	WNBC	LW
New Haven	WELI	WBS
Stamford	WSRR	WBS
Waterbury	WATR	LW, MG
Waterbury	WBRY	NBC

DELAWARE

City	Station	Service
Wilmington	WDEL	LW
Wilmington	WILM	NBC

DISTRICT OF COLUMBIA

City	Station	Service
Washington	WINX	MG, SR
Washington	WJSV	LW, WBS
Washington	WMAL	AMP, LW, SR
Washington	WOL	AMP, LW, MG, SR
Washington	WRC	AMP, LW, SR, NBC
Washington	WWDC	NBC
Washington	W3XO	AMP

FLORIDA

City	Station	Service
Daytona Beach	WMFJ	AMP, LW
Fort Lauderdale	WFTL	AMP, SR
Gainesville	WRUF	LW, WBS
Jacksonville	WJAX	NBC
Jacksonville	WJHP	WBS, LW
Lakeworth	WWPG	LW
Miami	WIOD	AMP, NBC, SR
Miami	WQAM	LW, WBS
Miami Beach	WKAT	AMP
Ocala	WTMC	SR
Orlando	WDBO	MG, WBS
Orlando	WLOF	NBC
Panama City	WDLP	WBS
Pensacola	WCOA	SR
St. Petersburg	WSUN	AMP
St. Petersburg	WTSP	MG, WBS
Sarasota	WSPB	SR, WBS
Tallahassee	WTAL	LW
Tampa	WDAE	SR
Tampa	WFLA	NBC
West Palm Beach	WJNO	MG, SR

GEORGIA

City	Station	Service
Albany	WALB	SR
Albany	WGPC	LW, MG, WBS
Athens	WGAU	SR
Atlanta	WAGA	AMP, MG
Atlanta	WATL	LW, WBS
Atlanta	WGST	LW, WBS
Atlanta	WSB	LW, MG, SR
Augusta	WGAC	AMP, MG
Augusta	WRDW	NBC
Brunswick	WMOG	WBS
Columbus	WRBL	LW
Cordele	WMJM	MG, SR
Griffin	WKEU	MG
Macon	WMAZ	LW, WBS
Macon	WBML	NBC
Moultrie	WMGA	NBC
Rome	WRGA	MG
Savannah	WSAV	AMP
Savannah	WTOC	LW, SR
Toccoa	WRLC	LW
Valdosta	WGOV	WBS
Waycross	WAYX	WBS
West Point	WDAK	AMP, MG

IDAHO

City	Station	Service
Boise	KIDO	MG, WBS
Lewiston	KRLC	LW, MG, WBS
Nampa	KFXD	LW, MG, NBC
Pocatello	KSEI	LW
Twin Falls	KTFI	LW, MG, NBC
Wallace	KWAL	SR

ILLINOIS

City	Station	Service
Aurora	WMRO	SR
Bloomington	WJBC	LW, MG
Champaign	WDWS	AMP
Chicago	WAAF	LW, SR
Chicago	WBBM	LW, AMP
Chicago	WCFL	SR
Chicago	WENR	NBC, SR
Chicago	WGN	AMP, MG, WBS
Chicago	WJJD	LW, MG, SR
Chicago	WLS	LW
Chicago	WMAQ	NBC, SR
Chicago	WMBI	SR
Chicago	WSBC	AMP
Chicago	W51C	AMP, NBC, SR, WBS
Danville	WDAN	SR
Decatur	WSOY	NBC, MG, SR
Galesburg	WGIL	SR
Herrin	WJPF	WBS
Jacksonville	WLDS	SR
Joliet	WCLS	AMP
Peoria	WMBD	LW, SR
Quincy	WTAD	MG, WBS
Rockford	WROK	SR
Rock Island	WHBF	LW, SR
Springfield	WTAX	AMP
Tuscola	WDZ	LW
Urbana	WILL	LW

INDIANA

City	Station	Service
Anderson	WHBU	NBC, SR
Elkhart	WTRC	SR, WBS
Evansville	WEOA	WBS
Evansville	WGBF	WBS
Fort Wayne	WGL	NBC, SR
Fort Wayne	WOWO	MG, NBC
Gary	WIND	LW
Hammond	WHIP	LW
Indianapolis	WFBM	AMP
Indianapolis	WIBC	NBC
Indianapolis	WIRE	LW
Indianapolis	WISH	SR
Kokomo	WKMO	LW
Muncie	WLBC	AMP, SR
New Albany	WGRC	SR
Richmond	WKBV	LW
South Bend	WSBT	MG, NBC, SR
Terre Haute	WBOW	LW, WBS
West Lafayette	WBAA	SR
Vincennes	WAOV	WBS, LW

IOWA

City	Station	Service
Ames	WOI	SR
Burlington	KBUR	SR
Cedar Rapids	WMT	LW, WBS
Clinton	KROS	SR
Davenport	WOC	NBC
Des Moines	KRNT	LW, SR
Des Moines	KSO	LW, SR
Des Moines	WHO	LW, NBC
Dubuque	WKBB	AMP
Dubuque	KDTH	LW, SR
Fort Dodge	KVFD	SR
Marshalltown	KFJB	LW, MG
Mason City	KGLO	LW, NBC
Ottumwa	KBIZ	SR
Shenandoah	KFNF	SR
Shenandoah	KMA	LW
Sioux City	KSCJ	MG
Sioux City	KTRI	AMP

KANSAS

City	Station	Service
Atchison	KVAK	LW, MG
Coffeyville	KGGF	NBC
Dodge City	KGNO	SR
Emporia	KTSW	MG
Garden City	KIUL	MG
Great Bend	KVGB	LW
Hutchinson	KWBW	LW, SR
Kansas City	KCKN	LW, NBC, SR
Lawrence	WREN	NBC
Pittsburg	KOAM	MG
Salina	KSAL	LW, NBC
Topeka	WIBW	LW, SR
Wichita	KANS	NBC, SR
Wichita	KFBI	SR, WBS
Wichita	KFH	LW, MG

KENTUCKY

City	Station	Service
Ashland	WCMI	SR
Bowling Green	WLBJ	NBC, SR
Harlan	WHLN	LW
Henderson	WSON	MG, NBC
Hopkinsville	WHOP	AMP, MG, WBS
Lexington	WLAP	SR
Louisville	WAVE	LW, NBC

KENTUCKY (Continued)

City	Station	Service
Louisville	WHAS	AMP, LW
Louisville	WINN	MG, SR
Louisville	WGRC	AMP, LW, MG, SR
Owensboro	WOMI	SR
Paducah	WPAD	AMP, MG, WBS

LOUISIANA

City	Station	Service
Alexandria	KALB	LW, SR
Baton Rouge	WJBO	SR, WBS
Lafayette	KVOL	SR
Monroe	KMLB	LW, SR
New Orleans	WDSU	MG
New Orleans	WJBW	MG
New Orleans	WNOE	SR
New Orleans	WSMB	LW, NBC
New Orleans	WWL	SR
Shreveport	KRMD	SR
Shreveport	KTBS	LW, NBC
Shreveport	KWKH	WBS

MAINE

City	Station	Service
Augusta	WRDO	AMP, LW
Bangor	WLBZ	LW, NBC
Bangor	WABI	AMP
Lewiston	WCOU	MG, SR
Portland	WCSH	NBC
Portland	WGAN	SR

MARYLAND

City	Station	Service
Baltimore	WBAL	LW, SR
Baltimore	WCAO	LW, MG
Baltimore	WCBM	LW
Baltimore	WFBR	AMP, LW, MG
Baltimore	WITH	LW
Cumberland	WTBO	WBS
Frederick	WFMD	WBS
Salisbury	WBOC	WBS

MASSACHUSETTS

City	Station	Service
Boston	WAAB	AMP, LW, SR
Boston	WBZ	NBC, SR
Boston	WCOP	SR
Boston	WEEI	LW, WBS
Boston	WHDH	AMP, LW, MG, WBS
Boston	WMEX	LW, MG
Boston	WNAC	AMP, SR
Fall River	WSAR	LW, SR
Fitchburg	WEIM	LW
Greenfield	WHAI	WBS
Holyoke	WHYN	AMP, MG, SR
Lawrence	WLAW	SR, WBS
Lowell	WLLH	AMP, LW
New Bedford	WNBH	NBC
Pittsfield	WBRK	LW, MG
Salem	WESX	AMP, MG, WBS
Springfield	WBZA	NBC, SR
Springfield	WMAS	AMP, LW
Springfield	WSPR	LW
Worcester	WORC	NBC
Worcester	WTAG	LW, WBS
Worcester	W1XTJ	AMP
W. Yarmouth	WOCB	MG, SR

MICHIGAN

City	Station	Service
Battle Creek	WELL	AMP
Bay City	WBCM	AMP, NBC
Calumet	WHDF	LW, SR, WBS
Detroit	WJBK	AMP, WBS
Detroit	WJLB	MG, SR
Detroit	W45D	AMP, SR
Detroit	WJR	SR, WBS
Detroit	WWJ	LW, SR
Detroit	WXYZ	AMP, SR
E. Lansing	WKAR	LW
Escanaba	WDBC	SR
Flint	WFDF	NBC
Grand Rapids	WOOD-WASH	AMP, LW
Grand Rapids	WLAV	SR
Ironwood	WJMS	AMP, MG
Kalamazoo	WKZO	MG, NBC
Lansing	WJIM	AMP, NBC
Lansing	WKAR	LW
Marquette	WDMJ	WBS
Muskegon	WKBZ	AMP, LW, WBS
Pontiac	WCAR	SR, NBC
Saginaw	WSAM	SR
Sault Ste. Marie	WSOO	SR
Traverse City	[illegible]	[illegible]

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(Continued from page 216)

City	Station	Service
MINNESOTA		
Albert Lea	KATE	MG, WBS
Duluth	KDAL	LW, SR
Duluth	WEBC	NBC
Hibbing	WMFG	MG
Mankato	KYSM	NBC
Minneapolis-St. Paul	KSTP	LW, NBC, SR, WBS
Minneapolis-St. Paul	WCCO	LW
Minneapolis-St. Paul	WDGY	LW, SR
Minneapolis-St. Paul	WLOL	AMP
Minneapolis-St. Paul	WMIN	SR
Minneapolis-St. Paul	WTCN	AMP, LW
Moorhead	KVOX	WBS
Rochester	KROC	LW, SR
Winona	KWNO	SR
MISSISSIPPI		
Columbus	WCBI	SR
Greenville	WJPR	AMP
Greenwood	WGRM	MG
Gulfport	WGCM	MG
Jackson	WJDX	MG, NBC
Jackson	WSLI	SR
Laurel	WAML	WBS
McComb	WSKB	WBS
Natchez	WMIS	MG
Vicksburg	WQBC	WBS
MISSOURI		
Cape Girardeau	KFVS	LW, SR
Columbia	KFRU	LW, NBC
Hannibal	KHMO	LW
Jefferson City	KWOS	WBS
Joplin	WMBH	WBS
Kansas City	KCMO	AMP, LW, MG
Kansas City	KITE	MG
Kansas City	KMBC	LW, WBS
Kansas City	WDAF	LW
Kansas City	WHB	AMP
Poplar Bluff	KWOC	WBS
St. Joseph	KFEQ	NBC, SR
St. Louis	KMOX	AMP, LW
St. Louis	KSD	NBC
St. Louis	KWK	WBS
St. Louis	KXOK	AMP, LW, SR
St. Louis	WEW	AMP, LW, SR
St. Louis	WIL	LW, MG, SR
St. Louis	KFUO	LW
Springfield	KGBX	NBC, SR
Springfield	KWTO	SR
MONTANA		
Billings	KGHL	NBC, SR
Bozeman	KRBM	LW
Butte	KGIR	LW, MG
Great Falls	KFBB	LW, MG, NBC, SR
Helena	KPFA	LW
Kalispell	KGEZ	MG
Miles City	KRJF	WBS
Missoula	KGVO	LW
Wolf Point	KGCX	LW, MG, WBS
NEBRASKA		
Grand Island	KMMJ	SR
Hastings	KHAS	WBS
Kearney	KGFW	SR
Lincoln	KFAB	SR
Lincoln	KFOR	MG, SR
Norfolk	WJAG	LW
North Platte	KGNF	LW, MG
Omaha	KOIL	MG, SR
Omaha	KOWH	SR
Omaha	WOW	LW, NBC
Scottsbluff	KGKY	NBC, SR
NEVADA		
Las Vegas	KENO	NBC
Reno	KOH	AMP
NEW HAMPSHIRE		
Keene	WKNE	AMP, LW
Laconia	WLNH	NBC
Manchester	WFEA	MG, NBC
Manchester	WMUR	AMP
Portsmouth	WHEB	MG, NBC
NEW JERSEY		
Atlantic City	WBAB	NBC
Atlantic City	WFPG	AMP
Bridgeton	WSNJ	LW, MG
Camden	WCAM	SR
Jersey City	WAAT	SR
Jersey City	WHOM	LW
Paterson	WPAT	AMP
Trenton	WTNJ	LW, MG

City	Station	Service
NEW MEXICO		
Albuquerque	KGGM	MG, WBS
Albuquerque	KOB	NBC
Clovis	KICA	AMP, MG
Hobbs	KWEW	MG
Las Vegas	KFUN	SR
Roswell	KGFL	MG
Santa Fe	KVSF	MG, WBS
Tucumcari	KTNM	SR
NEW YORK		
Albany	WABY	LW, SR
Albany	WOKO	LW, SR
Auburn	WMBO	SR
Batavia	WBTA	LW
Binghamton	WNBF	LW, MG
Brooklyn	WLTH	MG
Buffalo	WBEN	LW, NBC
Buffalo	WBNY	LW, MG, SR
Buffalo	WEBR	NBC, SR
Buffalo	WGR	AMP, WBS
Buffalo	WKBW	AMP, WBS
Elmira	WENY	WBS
Freeport	WGBB	NBC
Ithaca	WHCU	WBS
Jamestown	WJTN	AMP, LW, MG
Kingston	WKNY	MG
Newburgh	WGNY	MG, WBS
New York	WABC	AMP, LW
New York	WBNX	SR
New York	WCBW	LW
New York	WCBX	LW
New York	WEAF	NBC, SR
New York	WEVD	LW
New York	WINS	LW, SR, WBS
New York	WJZ	NBC, SR
New York	WNEW	AMP, NBC
New York	WOR	WBS
New York	WOV	AMP, LW
New York	WQXR	WBS
New York	WWRL	LW
New York	W55NY	SR
New York	W71NY	AMP
Niagara Falls	WHLD	LW, MG, SR
Ogdensburg	WSLB	MG, NBC
Olean	WHDL	WBS
Plattsburg	WMFF	MG
Poughkeepsie	WKIP	NBC
Rochester	WHAM	LW, WBS
Rochester	WHEC	AMP
Saranac Lake	WNBZ	SR
Schenectady	WGY	SR, NBC
Schenectady	WGEA	NBC, SR
Schenectady	WGEO	NBC, SR, WBS
Schenectady	W47A	AMP, MG, WBS
Syracuse	WAGE	NBC
Syracuse	WFBL	WBS
Syracuse	WSYR	AMP, LW
Troy	WTRY	LW, WBS
Utica	WIBX	SR
Watertown	WATN	SR
Watertown	WWNY	WBS
White Plains	WFAS	LW, WBS
NORTH CAROLINA		
Asheville	WISE	NBC
Asheville	WWNC	LW, MG, WBS
Burlington	WBBB	SR
Charlotte	WAYS	LW
Charlotte	WBT	LW
Charlotte	WSOC	NBC, SR
Durham	WDNC	LW, MG
Elizabeth City	WCNC	WBS
Fayetteville	WFNC	AMP
Gastonia	WGNC	MG
Goldsboro	WGBR	SR, WBS
Greensboro	WBIG	LW, SR, WBS
Greenville	WGTC	AMP, MG
Hickory	WHKY	NBC
High Point	WMFR	LW, MG
Raleigh	WPTF	LW, NBC
Raleigh	WRAL	AMP, MG
Roanoke Rapids	WCBT	MG
Wilson	WGTM	MG
Winston-Salem	WAIR	WBS
Winston-Salem	WSJS	AMP, LW, MG
NORTH DAKOTA		
Bismarck	KFYR	LW, NBC
Devils Lake	KDLR	WBS
Fargo	WDAY	NBC
Grand Forks	KFJM	LW
Jamestown	KRMC	WBS
Mandan	KGCU	MG
Minot	KLPM	WBS
OHIO		
Akron	WADC	MG
Akron	WAKR	MG, NBC
Akron	WJW	LW
Ashtabula	WICA	SR
Canton	WHBC	WBS
Cincinnati	WCKY	SR
Cincinnati	WCPO	LW, SR
Cincinnati	WKRC	LW, MG
Cincinnati	WSAI	AMP, LW, WBS
Cleveland	WCLE	LW
Cleveland	WGAR	WBS
Cleveland	WHK	LW
Cleveland	WTAM	NBC, SR
Columbus	WBNS	LW, WBS
Columbus	W45CM	AMP, WBS

City	Station	Service
OHIO (Continued)		
Columbus	WCOL	MG, NBC
Columbus	WHKC	LW
Columbus	WOSU	LW
Dayton	WHIO	SR
Dayton	WING	LW
Findlay	WFIN	LW
Lima	WLOK	LW, NBC
Mansfield	WMAN	SR
Marion	WMRN	NBC
Portsmouth	WPAY	LW, NBC
Springfield	WIZE	LW
Steubenville	WSTV	LW
Toledo	WSPD	LW, NBC
Toledo	WTOL	AMP, SR
Warren	WRRN	LW
Youngstown	WFMJ	LW, MG, SR
Youngstown	WKBN	LW, WBS
Zanesville	WHIZ	LW, SR
OKLAHOMA		
Enid	KCRC	WBS
Lawton	KWSO	SR
Oklahoma City	KOCY	AMP, LW, MG, SR
Oklahoma City	KOMA	AMP
Oklahoma City	KTOK	LW, SR
Oklahoma City	WKY	MG, NBC, SR
Okmulgee	KHBG	LW
Ponca City	WBBZ	SR
Tulsa	KOME	SR
Tulsa	KTUL	AMP
Tulsa	KVOO	LW, SR
OREGON		
Albany	KWIL	MG, SR
Astoria	KAST	SR
Baker	KBKR	MG, NBC
Bend	KBND	MG, SR
The Dalles	KODL	MG
Eugene	KORE	MG
Grants Pass	KUIN	MG, WBS
Klamath Falls	KFJI	WBS
La Grande	KLBM	SR
Medford	KMED	NBC
Pendleton	KWRC	LW
Portland	KALE	AMP, LW
Portland	KEX	LW, NBC
Portland	KGW	LW, NBC
Portland	KOIN	AMP, LW, WBS
Portland	KWJJ	SR
Portland	KXL	LW, MG, SR
Salem	KSLM	LW, MG
PENNSYLVANIA		
Allentown	WSAN, WCBA	LW, WBS
Altoona	WFBG	LW, WBS
Butler	WISR	WBS
Du Bois	WCED	SR
Easton	WEST	LW, NBC
Erie	WERC	NBC, SR
Erie	WLEU	WBS
Greensburg	WHJB	LW
Harrisburg	WHP	LW, SR
Harrisburg	WKBO	WBS
Hazleton	WAZL	LW, NBC
Johnstown	WJAC	LW, NBC
Lancaster	WGAL	LW, NBC
Lewiston	WMRF	MG, NBC
New Castle	WKST	NBC, SR
New Kensington	WKPA	LW, MG
Philadelphia	KYW	NBC, SR
Philadelphia	WCAB	LW
Philadelphia	WCAU	LW, WBS
Philadelphia	WDAS	LW
Philadelphia	WFIL	AMP
Philadelphia	WIP	WBS
Philadelphia	WPEN	LW
Pittsburgh	KDKA	MG, NBC, SR
Pittsburgh	KQV	LW, SR
Pittsburgh	WCAE	MG, WBS
Pittsburgh	WWSW	AMP, SR
Reading	WEEU	LW, MG, SR
Reading	WRAW	LW, NBC
Scranton	WARM	NBC
Scranton	WGBI	LW, SR
Sharon	WPIC	AMP
Sunbury	WKOK	LW, MG, SR
Uniontown	WMBS	NBC
Wilkes-Barre	WBAX	LW, AMP
Wilkes-Barre	WBRE	LW, MG
Williamsport	WRAK	SR
York	WORK	LW, SR
RHODE ISLAND		
Pawtucket	WFCI	SR
Providence	WEAN	AMP, SR
Providence	WJAR	WBS
Providence	WPRO	NBC
SOUTH CAROLINA		
Anderson	WAIM	LW, MG, WBS
Charleston	WCSC	NBC
Charleston	WTMA	AMP, MG, SR
Columbia	WCOS	AMP, MG
Columbia	WIS	NBC
Greenville	WFBC	MG, NBC

City	Station	Servi
SOUTH CAROLINA (Continued)		
Greenville	WMRC	WBS
Greenwood	WCRS	SR
Spartanburg	WORD	SR
Spartanburg	WSPA	LW, WBS
Sumter	WFIG	WBS
SOUTH DAKOTA		
Aberdeen	KABR	MG, NBC
Rapid City	KOBH	LW, MG
Sioux Falls	KSOO	NBC
Sioux Falls	KELO	SR
Yankton	WNAX	LW, SR
TENNESSEE		
Bristol	WOPI	NBC
Chattanooga	WAPO	NBC
Chattanooga	WDEF	SR
Chattanooga	WDOD	AMP, LW, MG
Clarksville	WJZM	SR
Cookeville	WHUB	SR
Jackson	WTJS	WBS
Johnson City	WJHL	SR
Kingsport	WKPT	LW, WBS
Knoxville	WBIR	AMP
Knoxville	WNOX	SR
Knoxville	WROL	MG, NBC
Memphis	WHBQ	LW
Memphis	WMC	LW, MG, NBC
Memphis	WMPS	LW, SR
Memphis	WREC	LW, WBS
Nashville	WLAC	LW, MG, WBS
Nashville	WSIX	AMP, LW, MG, SR
Nashville	WSM	LW
Nashville	W47NV	AMP
TEXAS		
Amarillo	KGNC	LW, WBS
Austin	KNOW	LW
Austin	KTBC	NBC
Beaumont	KFDM	NBC
Beaumont	KRIC	MG, WBS
Brownsville	KEEW	SR
Brownwood	KBWD	SR
Big Spring	KBST	SR
Corpus Christi	KEYS	SR
Corpus Christi	KRIS	LW
Corsicana	KAND	SR
Dallas	KRLD	SR
Dallas	KSKY	AMP
Dallas	WFAA	LW, NBC
El Paso	KROD	AMP
El Paso	KTSM	LW, MG, NBC
Fort Worth	KFJZ	SR
Fort Worth	KGKO	NBC, WBS
Fort Worth	WBAP	LW, WBS
Galveston	KLUF	SR
Harlingen	KGBS	AMP
Houston	KPRC	NBC
Houston	KTRH	WBS
Houston	KXYZ	LW
Huntsville	KSAM	SR
Longview	KFRO	LW, MG
Lubbock	KFYO	LW, MG, WBS
Lufkin	KRBA	SR
Midland	KRLH	LW, MG
Palestine	KNET	MG, SR
Pampa	KPDN	WBS
Paris	KPLT	SR
Port Arthur	KPAC	SR
San Angelo	KGKL	SR
San Antonio	KONO	LW, MG
San Antonio	KTSA	LW, WBS
San Antonio	WOAI	LW, NBC
Sweetwater	KXOX	NBC
Temple	KTEM	MG
Texarkana	KCMC	SR
Tyler	KGKB	MG, SR
Vernon	KVWC	SR
Victoria	KVIC	MG, SR
Weslaco	KRGV	LW, WBS
Wichita Falls	KWFT	MG, SR
UTAH		
Cedar City	KSUB	MG
Logan	KVNU	SR
Ogden	KLO	MG
Price	KEUB	WBS
Salt Lake City	KDYL	NBC, WBS
Salt Lake City	KSL	LW, MG, SR
Salt Lake City	KUTA	SR
VERMONT		
Burlington	WCAX	AMP, MG
Rutland	WSYB	LW
St. Albans	WWSR	LW
Waterbury	WDEV	NBC

(Continued on page 220)

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Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

(Continued from page 218)

City	Station	Service
VIRGINIA		
Charlottesville	WCHV	LW
Covington	WJMA	NBC
Danville	WBTM	MG, SR
Harrisonburg	WSVA	WBS
Lynchburg	WLVA	AMP, LW, MG
Martinsville	WMVA	LW, MG
Newport News	WGH	LW, SR
Norfolk	WTAR	LW, SR
Petersburg	WPID	SR
Richmond	WMBG	LW, MG, NBC
Richmond	WRNL	AMP, LW
Richmond	WRVA	LW, WBS
Roanoke	WDBJ	LW, WBS
Roanoke	WSLS	MG, NBC
Suffolk	WLPM	NBC
WASHINGTON		
Aberdeen	KXRO	WBS
Bellingham	KVOS	LW, MG, NBC
Centralia	KELA	LW, MG
Everett	KEVE	MG, WBS
Everett	KRKO	SR
Longview	KWLK	MG, NBC
Seattle	KEVR	SR
Seattle	KIRO	SR, WBS
Seattle	KJR	NBC
Seattle	KOL	AMP, LW, MG
Seattle	KOMO	NBC
Seattle	KRSC	AMP, LW, MG
Seattle	KXA	LW, MG
Spokane	KFIO	LW, MG, NBC
Spokane	KFPY	LW, MG, SR
Spokane	KHQ	MG
Spokane	KGA	LW
Tacoma	KTBI	SR
Tacoma	KMO	LW, MG, WBS
Tacoma	KVI	AMP, LW, MG
Vancouver	KVAN	LW, SR
Walla Walla	KUJ	LW, MG, WBS
Wenatchee	KPQ	NBC, SR, WBS
Yakima	KIT	LW, WBS

City	Station	Service
WEST VIRGINIA		
Beckley	WJLS	AMP
Bluefield	WHIS	LW, WBS
Charleston	WCHS	MG, SR, WBS
Charleston	WGKV	NBC
Clarksburg	WBLK	NBC, WBS
Fairmont	WMMN	LW, SR
Huntington	WSAZ	LW, WBS
Parkersburg	WPAR	SR, WBS
Logan	WLOG	SR
Morgantown	WAJR	WBS
Welch	WBRW	AMP, MG
Wheeling	WKWK	SR
Wheeling	WWVA	LW, NBC
Williamson	WBTH	WBS
WISCONSIN		
Appleton	WHBY	SR
Ashland	WATW	SR
Fond du Lac	KFIZ	SR
Green Bay	WTMJ	AMP
Janesville	WCLO	SR
LaCrosse	WKBH	SR
Eau Claire	WEAU	NBC
Madison	WHA	LW
Madison	WIBA	MG, WBS
Marinette	WMAM	AMP, LW
Milwaukee	WISN	LW, SR
Milwaukee	WTMJ	LW, AMP
Oshkosh	WOSH	SR
Poynette	WIBU	SR
Racine	WRJN	LW
Rice Lake	WJMC	SR
Sheboygan	WHBL	NBC
Superior	W9XYH	AMP
Wausau	WSAU	AMP
Wisconsin Rapids	WFHR	SR
WYOMING		
Casper	KDFN	LW
Powell	KPOW	SR
Rock Springs	KVRS	MG, NBC
Sheridan	KWYO	SR
ALASKA		
Fairbanks	KFAR	MG, NBC
Juneau	KINY	LW, MG, SR
Ketchikan	KGBU	LW

City	Station	Service
HAWAII		
Hilo	KHBC	MG, WBS
Honolulu	KGMB	AMP, WBS, MG
Honolulu	KGU	LW, NBC
Lihue	KTOH	SR
PHILIPPINE ISLES		
Manila	KZRH	NBC
Manila	KZHE	LW
Manila	KZRM	WBS
PUERTO RICO		
Ponce	WPRP	LW
San Juan	WIAC	SR
San Juan	WKAQ	AMP
San Juan	WNEL	LW
ALBERTA		
Calgary	CFAC	NBC, WBS
Calgary	CFCN	MG, LW, SR
Calgary	CJCJ	LW
Edmonton	CFRN	LW, SR
Edmonton	CJCA	NBC, WBS
Lethbridge	CJOC	NBC
BRITISH COLUMBIA		
Kelowna	CKOV	NBC
Nelson		
Trail	CJAT	NBC
Vancouver	CJOR	NBC
Vancouver	CKMO	MG
Vancouver	CKWX	WBS
Victoria	CJVI	NBC
MANITOBA		
Brandon	CKX	NBC
Flin Flon	CFAR	WBS
Winnipeg	CJRC	LW, WBS
Winnipeg	CKY	NBC
NEW BRUNSWICK		
Fredericton	CFNB	MG, NBC
Moncton	CKCW	WBS
Sackville	CBA	LW
Saint John	CHSJ	WBS

City	Station	Service
NOVA SCOTIA		
Halifax	CHNS	LW, NBC
Sydney	CJCB	NBC
Yarmouth	CJLS	LW
ONTARIO		
Brantford	CKPC	WBS
Fort William	CKPR	NBC
Hamilton	CHML	SR
Hamilton	CKOC	NBC, WBS
Kingston	CFRC	SR
Kirkland Lake	CJKL	NBC
London	CFPL	NBC
North Bay	CFCH	NBC
Ottawa	CKCO	AMP, LW
Owen Sound	CFOS	WBS
Prescott	CFLC	LW
Sudbury	CKSO	NBC, WBS
Timmins	CKGB	NBC
Toronto	CFRB	LW, NBC
Toronto	CKCL	LW, WBS
Windsor	CKLW	LW, WBS
PRINCE EDWARD ISLAND		
Charlottetown	CFCY	LW, SR
QUEBEC		
Hull	CKCH	NBC
Montreal	CFCF	NBC
Montreal	CHLP	SR
Montreal	CKAC	LW, WBS
Quebec	CHRC	LW
Quebec	CKCV	WBS
Rouyn	CKRN	NBC
Sherbrooke	CHLT	LW
Three Rivers	CHLN	WBS
Val D'Or	CKVD	NBC
SASKATCHEWAN		
Mooge Jaw	CHAB	LW
Prince Albert	CKBI	WBS
Regina	CJRM	LW, WBS
Regina	CKCK	NBC, SR
Saskatoon	CFQC	LW, NBC, SR
Yorkton	CJGX	WBS

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Directory of

TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers and, in Many Cases, Production)

Agency	City	Address Telephone Number	Executives
Norman Alexandroff Artists Bureau	Chicago	410 S. Michigan Ave. Wabash 0762	Norman Alexandroff
Charles H. Allen Agency	New York	1270 Sixth Ave. Circle 7-4124	Charles H. Allen
Allied Radio Associates	New York	724 Fifth Ave. Circle 6-5240	Paul Wimbish
The Arcy Agency	New York	1619 Broadway Columbus 5-7374	Fred Robbins Robert H. Calvert Jr.
Laura Arnold	New York	1501 Broadway Chickering 4-1673	Laura Arnold
Artists' Agency Inc.	Hollywood	9124 Sunset Blvd. Crestview 6-6264	Kathleen Clifford
Artists Management Bureau Inc.	New York	17 E. 45th St. Murray Hill 2-1888	Henry H. Dagand Jean Cohn
Artrep	New York	871 Seventh Ave. Circle 7-5921	Lucy Finkle
Clarence John Austin	New York	218 W. 14th St. Chickering 2-7128	Clarence John Austin
Jack Barry Agency	New York	1619 Broadway Circle 6-7360	Jack Barry
Batchelor Enterprises Inc.	New York	1270 Sixth Ave. Circle 6-4224	Walter Batchelor Howard Reilly
M. S. Bentham	New York	48 W. 48th St. Bryant 9-1227	M. S. Bentham
Phil Berg-Bert Allenberg Inc.	Beverly Hills	9484 Wilshire Blvd. Crestview 6-3131	Robert M. Coryell
Stanley Bergerman & Co.	W. Hollywood	9165 Sunset Blvd. Crestview 6-3196	Stanley Bergerman
Herman Bernie Inc.	New York	RKO Bldg. 1270 Sixth Ave. Columbus 5-6647	Dorothy Menzin
Harry Bestry	New York	1501 Broadway Chickering 4-3393	Harry Bestry
Brandt & Brandt	New York	101 Park Ave. Ashland 4-5890	....
Briscoe & Goldsmith Inc.	New York	522 Fifth Ave. Murray Hill 2-6244	Elisabeth Upthegrove
Jane Broder	New York	Times Bldg. Bryant 9-4185	Jane Broder
Sue Carol & Associates Inc.	Hollywood	9006 Sunset Blvd. Crestview 1-8151	Harry Koplan
Irving J. Charnoff	New York	1560 Broadway Longacre 5-8913	Irving J. Charnoff
Herman Citron	New York	607 Fifth Ave. Plaza 8-2213	Herman Citron
Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York	711 Fifth Ave.	O. O. Bottroff
Leslie Clucas	Chicago	333 N. Michigan Ave. Franklin 7100	Leslie Clucas
Deborah Coleman	New York	41 W. 53rd St. Circle 6-6359	Deborah Coleman
Ted Collins Corp.	New York	1819 Broadway Circle 7-0094	Ted Collins
Columbia Concerts Inc.	New York	113 W. 57th St. Circle 7-6900	Arthur Judson
	Chicago	Wrigley Bldg. Superior 2542	Arthur Wisner
	Hollywood	Columbia Square Hollywood 6365	Murry Brophy
Consolidated Radio Artists Inc.	New York	30 Rockefeller Plaza Columbus 5-3580	Charles E. Green
	Chicago	333 N. Michigan Ave. Franklin 8300	Ann Richardson
	San Francisco	111 Sutter St. Exbrook 8033	Larry Allen
Hallam Cooley Agency	Hollywood	9111 Sunset Blvd. Crestview 5-6161	Hallam Cooley
Lou Cowan & Co.	Chicago	8 S. Michigan Ave. Randolph 2022	Lou Cowan
Everett N. Crosby Ltd.	Hollywood	9028 Sunset Blvd. Crestview 1-1171	Larry Crosby
	New York	RKO Bldg. Circle 6-3860	....
Jack Davies	New York	48 W. 48th St. Bryant 9-7150	Jack Davies
William Dell & Lew Sharp	New York	1560 Broadway Longacre 5-8543	William Dell Lew Sharp
Dolan & Doane Ltd.	New York	1270 Sixth Ave. Columbus 5-1533	Ken Dolan
	Hollywood	8905 Sunset Blvd. Crestview 1-9185	....
Al & Bell Dow	New York	701 Seventh Ave. Longacre 3-0250	Al Dow
Harry S. Dube Radio Productions	New York	RKO Bldg. Columbus 5-7035	J. Knight
Frank Duncan	New York	1560 Broadway Longacre 5-0265	Frank Duncan
W. M. Ellsworth	Chicago	75 E. Wacker Drive Central 0942	W. M. Ellsworth
Sara Enright	New York	234 W. 44th St. Lackawanna 4-8553	....
Evans & Salter Inc. (Division of Columbia Concerts Corp.)	New York	113 W. 57th St. Circle 7-6900	Lawrence Evans Jack Salter
F. & M. Stageshows Inc. (Fanchon & Marco)	New York	133 W. 50th St. Circle 7-5630	Samuel Shayon
Featured Artists Service Inc.	New York	247 Park Ave. Plaza 5-5044	Maurice Scopp
Feldman-Blum Corp.	Beverly Hills	9441 Wilshire Blvd. Crestview 1-5222	William Collier Jr.
Herman Fialkoff	New York	701 Seventh Ave. Longacre 5-8409	Herman Fialkoff
Frieda Fishbein	New York	11 W. 42nd St. Longacre 5-3221	F. Fishbein
Bernie Foyer	New York	1674 Broadway Columbus 5-1930	Bernie Foyer
Freddie Fralick Management	Beverly Hills	204 S. Beverly Drive Crestview 5-6111	Freddie Fralick
George Frank Inc.	Hollywood	1626 N. Vine St. Hillside 3188	George Frank
Gale Inc.	New York	48 W. 48th St. Longacre 3-6110	Moe Gale
Bruce Gear Agency	Hollywood	8949 Sunset Blvd. Crestview 6-6466	Bruce Gear
General Amusement Corp.	New York	RKO Bldg. Circle 7-7550	Milton Kasny
	Chicago	360 N. Michigan Ave. State 6288	Joseph Shriban
	Hollywood	9028 Sunset Blvd. Crestview 1-8101	Ralph Wonders
General Program Service Inc. (Affiliated with Sta. WLW)	Cincinnati	3401 Colerain Ave. Kirby 4800	William McClusky
Mitchell Gertz Agency	Hollywood	8506 Sunset Blvd. Crestview 6-7018	Mitchell Gertz
Clark H. Getts Inc.	New York	Waldorf-Astoria Hotel Plaza 3-9005	J. Howard Andrews
Eve Gincher	New York	234 W. 44th St. Bryant 9-8799	Eve Gincher
Joe Glaser Inc.	New York	RCA Bldg. Circle 7-0862	Joe Glaser
The Goldstone Agency	Hollywood	9121 Sunset Blvd. Crestview 6-1071	Jules Goldstone
Gordon & Williamson Inc.	New York	1270 Sixth Ave. Circle 6-7480	Fred C. Williamson
Lillian Gordoni Radio Productions	Chicago	Hotel Crillon Calumet 6700	Lillian Gordoni
	New York	203 W. 49th St.	Juliet Heath
Harry Green	New York	1501 Broadway Chickering 4-7948	Harry Green
Grombach Productions	New York	113 W. 57th St. Circle 6-6540	Jean Grombach
Al Grossman	New York	RKO Bldg. Circle 5-8422	Al Grossman
Sylvia Hahlo	New York	145 W. 58th St. Circle 7-7440	Sylvia Hahlo
Mitchell J. Hamilburg Agency	Hollywood	6305 Yucca St. Hillside 6125	M. J. Hamilburg George Ward

TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

Agency	City	Address Telephone Number	Executives
Mark Hanna	New York	654 Madison Ave. Regent 4-6250	Mark Hanna
Harris Radio Productions	Hollywood	8265 Sunset Blvd. Gladstone 8419	Leon Harris
Wager S. Harris	New York	320 W. 78th St. Endicott 2-9555	Wager S. Harris
Leland Hayward Inc.	New York	654 Madison Ave. Regent 4-7000	Larry White
	Beverly Hills	9200 Wilshire Blvd. Crestview 1-5151	Leland Hayward
Henry W. Herrman	New York	1250 Sixth Ave. Circle 6-6992	Henry W. Herrman
Walter Herzbrun Agency	Los Angeles	9000 Sunset Blvd. Crestview 6-4157	Walter Herzbrun
	New York	1440 Broadway Longacre 5-3364	A. O. Herzbrun
Hesse & McCaffrey	New York	501 Madison Ave. Eldorado 5-1076	Nelson S. Hesse William McCaffrey
Richard Huey	New York	172 W. 135th St. Edgecomb 4-4161	Richard Huey
Miles Ingalls	New York	Hotel Astor Circle 6-6000	Miles Ingalls
Lou Irwin Inc.	Los Angeles	9134 Sunset Blvd. Crestview 1-7131	Lou Irwin
Sam Jaffe Agency	Hollywood	8555 Sunset Blvd. Crestview 6-6121	James Saphier
Rush Jermon	New York	444 Madison Ave. Plaza 5-5480	Rush Jermon
Walter Kane Agency	Hollywood	8584 Sunset Blvd. Crestview 6-2396	Walter Kane
Paul Kapp	New York	18 E. 48th St. Murry Hill 2-3752	Paul Kapp
Jesse L. Kaufman Inc.	New York	22 W. 48th St. Pennsylvania 6-2409	Jesse L. Kaufman
Tom Kennedy	New York	607 Fifth Ave. Eldorado 5-1877	Tom Kennedy
Al Kingston & Co. Inc.	Hollywood	8582 Sunset Blvd. Crestview 1-8161	Al Kingston
Arthur Klein	New York	630 Fifth Ave. Circle 6-7756	Arthur Klein
KMBC Artists Bureau	Kansas City	Pickwick Hotel Harrison 2650	James W. McConnell
Al H. Knight	New York	156 W. 44th St. Bryant 9-0935	Al H. Knight
KSTP Artists Bureau	St. Paul	363 St. Peter Cedar 5511	David P. Stone
Kenneth Later	New York	48 W. 48th St. Bryant 9-9089	Kenneth Later
Jack Lavin	New York	Park Central Hotel Circle 7-8000	Jack Lavin
Mark J. Leddy	New York	48 W. 48th St. Bryant 9-1631	Mark J. Leddy
Olga Lee	New York	229 W. 42nd St. Lackawanna 4-5813	Olga Lee
William C. Lengel—Literary Associates	New York	1860 Broadway Circle 5-5282	William C. Lengel
Florence Lennon	New York	Hotel Wellington Circle 7-3900	Florence Lennon
Jack Lenny	New York	1674 Broadway Longacre 5-8409	Jack Lenny
M. C. Levee Agency	Hollywood	1300 N. Crescent Heights Blvd. Gladstone 3115	M. C. Levee
W. Biggie Levin	Chicago	612 N. Michigan Ave. Superior 0506	W. Biggie Levin
Jack Lewis	New York	1564 Broadway Longacre 5-8176	Jack Lewis
Lichtig & Englander	Los Angeles	8776 Sunset Blvd. Crestview 1-2141	Ben A. Englander
William Liebling	New York	551 Fifth Ave. Vanderbilt 6-3714	William Liebling
Ben B. Lipset	New York	1350 Broadway Chickering 4-2466	Ben B. Lipset
Estelle Lutz Artists Bureau	Chicago	410 S. Michigan Ave. Harrison 3435	Estelle Lutz
A. & S. Lyons Inc.	New York	515 Madison Ave. Plaza 3-5181	Don Stauffer Bill Stuhler
	Beverly Hills	356 N. Camden Drive Crestview 1-6131	Nat Wolff
Gene Mann—Jess Smith Agency	Hollywood	8949 Sunset Blvd. Crestview 1-1135	Gene Mann Jess Smith
Austina Mason Inc.	New York	535 Fifth Ave. Vanderbilt 6-5586	Austina Mason
Metro Artist Bureau	New York	5 Columbus Circle Circle 7-2829	Ted Nelson
Mills Artists Inc.	New York	1619 Broadway Circle 6-1566	Irving Mills
Monter-Gray Inc.	Hollywood	8736 Sunset Blvd. Crestview 1-1191	Edward M. Gray
William Morris Agency Inc.	New York	RKO Bldg. Circle 7-2160	William B. Murray
	Chicago	203 N. Wabash Ave. State 3632	Wallace Jordan
	Beverly Hills	202 N. Canon Dr. Crestview 1-6161	George Gruskin
Leo Morrison Inc.	Beverly Hills	204 S. Beverly Drive Crestview 1-9191	Bob Tappan Leo Morrison
	New York	1776 Broadway Circle 7-6413	Loretta Allen
Sidney P. Morse	Chicago	203 N. Wabash Ave. Dearborn 1863	Sidney P. Morse
John Moses	New York	730 Fifth Ave. Circle 6-2677	John Moses
Music Corporation of America	Chicago	430 N. Michigan Ave. Delaware 1100	M. B. Lipsey
	New York	745 Fifth Ave. Wickersham 2-8900	William R. Goodheart Jr.
	Cleveland	Union Commerce Bldg. Cherry 6010	DeArv Barton
	Dallas	Tar Petroleum Bldg. 2-1448	Norman Steppe
	San Francisco	111 Sutter St. Exbrook 8922	Herman Stein
	Beverly Hills	MCA Building Bradshaw 23-21	Taft Schreiber
	London W1, Eng.	16 Old Bond St. Regio 6506	Margaret Weiner
Roger E. Murrel	New York	137 W. 48th St. Bryant 9-8943	Roger E. Murrel
National Artist Bureau	Chicago	203 N. Wabash Ave. Randolph 3858	Florence Small
National Concerts & Artists Corp.	New York	711 Fifth Ave.	O. H. Morton
	Chicago	Merchandise Mart. Superior 8300	James L. Stirton
	Hollywood	1500 N. Vine St. Hollywood 6161	Alex Robb
North & Flaum	New York	1564 Broadway Bryant 9-8667	Meyer B. North
Al Ochs	New York	2 W. 45th St. Murray Hill 2-0124	Al Ochs
John O'Connor	New York	1697 Broadway Circle 6-3500	John O'Connor
Parker-Piper Talent Productions	Chicago	540 N. Michigan Ave. Delaware 8220	Donna Parker Peter Piper
James Parks Co.	Chicago	333 N. Michigan Ave. Central 7980	James Parks
	Hollywood	8511 Sunset Blvd.	Carleton Alsop
Harry Pearl Enterprises	New York	1658 Broadway Columbus 5-8730	Harry Pearl
Stanley Rayburn	New York	10 W. 46th St. Bryant 9-6164	Stanley Rayburn
Al Rogers Agency	New York	1650 Broadway Circle 7-0808	Al Rogers
The Roth Agency	New York	1619 Broadway Circle 7-8220	Bud Roth
Roth-Wiswell	New York	48 W. 48th St. Longacre 3-3836	Allen Roth Andrew M. Wiswell
Rubinoff Orchestras	New York	1501 Broadway Lackawanna 4-7147	Phil Rubinoff
Leah Salisbury	New York	234 W. 44th St. Longacre 5-5988	Leah Salisbury
James L. Saphier Agency	Hollywood	6331 Hollywood Blvd. Hillside 9226	James L. Saphier
Script & Talent	Chicago	360 N. Michigan Ave. Dearborn 0351	Seymour Keating Lewis Herman
Myron Selznick Ltd.	New York	630 Fifth Ave. Circle 7-6200	Miriam Howell

(Continued on Page 224)

TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

[Continued from Page 223]

Agency	City	Address Telephone Number	Executives
Myron Selznick Ltd. (Continued)	Beverly Hills	9700 Wilshire Blvd. Crestview 1-9171	Sig Marcus
Max Shagrin Agency	Hollywood	6253 Hollywood Blvd. Granite 5171	Max Shagrin
Edward Sherman	New York	1619 Broadway Columbus 5-0930	Edward Sherman
William Shilling	New York	1560 Broadway Longacre 5-8543	William Shilling
Louis Shurr	New York	1501 Broadway Chickering 4-8240	Lester Shurr
	Hollywood	9165 Sunset Blvd. Crestview 1-1116	Louis Shurr
The Small Co.	Hollywood	8272 Sunset Blvd. Hollywood 2722	Morris Small
Henry Souvaine Inc.	New York	30 Rockefeller Plaza Circle 7-5666	Henry Souvaine
Frank Stempel Agency	Hollywood	8736 Sunset Blvd. Crestview 6-6218	Frank Stempel
Douglas F. Storer	New York	1270 Sixth Ave. Circle 7-1150	Douglas F. Storer
Superman Inc.	New York	480 Lexington Ave. Plaza 3-0740	Robert Maxwell
H. N. Swanson Inc.	Hollywood	8523 Sunset Blvd. Crestview 1-5115	Robert D. Lewis
Rudy Vallee Orchestra Units Corp.	New York	9 Rockefeller Plaza Circle 7-2620	Lester Laden
Rudy Vallee Presents Inc.	Hollywood	8820 Sunset Blvd. Crestview 1-5169	Mannie Lowy
Frank W. Vincent Inc.	Beverly Hills	9441 Wilshire Blvd. Crestview 1-5222	Fred Brisson Arthur Araunds
A. George Volck Inc.	Beverly Hills	9441 Wilshire Blvd. Crestview 6-3121	A. George Volck
WFAA-KGKO Artists Service	Dallas	Santa Fe Bldg. 7-9631	Martin Campbell
WGN Concerts	Chicago	441 N. Michigan Superior 0100	Raymond Taylor
	New York	745 Fifth Ave. Plaza 3-8034	Austin Wilder
	Hollywood	Taft Bldg. Hempstead 8589	Victor Kendall
WGN Talent Division	Chicago	435 N. Michigan Ave. Superior 0100	Marvin Welt
Roger White Artist Bureau	New York	RKO Bldg. Circle 7-4943	Roger White
WHN Artist Bureau	New York	1540 Broadway Bryant 9-7800	Leo Cohen
WHO Radio Enterprises	Des Moines	914 Walnut St. 3-7147	Woody Woods
WLS Artists Bureau	Chicago	1230 Washington Blvd. Monroe 9700	George R. Ferguson Richard Bergen Earl W. Kurtze
WLW Promotions Inc. (Talent Booking Division)	Cincinnati, O.	1329 Arlington St. Kirby 4800	Bill McCluskey Jack Bell
WMCA Artists Bureau	New York	1657 Broadway Circle 6-2200	Charles S. Wilshin
Wilson, Powell & Hayward Inc.	New York	444 Madison Ave. Plaza 5-5480	James V. Peppe
WNEW Artists Bureau	New York	501 Madison Ave. Plaza 3-3300	Bill McGrath
Wolf Associates Inc.	New York	RKO Bldg. Circle 7-4885	Edward Wolf
WOR Program Service	New York	1440 Broadway Pennsylvania 6-8600	Nathan M. Abramson
World Talent Bureau (Unit of WBS)	New York	711 Fifth Ave. Wickersham 2-2100	Douglas N. Taussig
WSM Artists Bureau	Nashville	National Bldg. 6-7181	Ford Rush
Yankee Network Artists Bureau	Boston	23 Brookline Ave. Commonwealth 0800	Joseph C. White
Charles V. Yates	New York	30 Rockefeller Plaza Columbus 5-3580	Charles V. Yates

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NBC—William E. Drips, Agricultural Director, Merchandise Mart, Chicago.
Arizona Broadcasting Co. (ABC) Network—Myron Drake.
Arizona Network—Ernest Douglas.
Arkansas Network—Bob Buice.
Colonial Network—Charles Eshbach.
Corn Belt Wireless Rebroadcasting Service—Herb Plambeck.
Kansas State Network—John Cargill.
Mason-Dixon Radio Group—Paul O. Rodenhauser.
McClatchy Broadcasting Co.—Gene Desimone.
West Virginia Network—Bill Handlan.
Yankee Network—Charles Eshbach.

ALABAMA

WAPI, Birmingham—Harwood Hull Jr.
WMSL, Decatur—Joseph Baker
WMSD, Muscle Shoals—James Connally
WJHO, Opelika—F. M. Hyatt
WHBB, Selma—Marshall Parsons Jr.

ARIZONA

KOY, Phoenix—Ernie Douglas
KTAR, Phoenix—Francis Connolly
KYCA, Prescott—Parker Sutton

ARKANSAS

KELD, El Dorado—Rodney Smith
KFPW, Fort Smith—J. E. Garner
KFFA, Helena—J. Q. Floyd
KGHI, Little Rock—Sam Woodall
KLRA, Little Rock—Rolfe Corbett

CALIFORNIA

KPMC, Bakersfield—Phil McHugh
KXO, El Centro—Rudolph Miller
KIEM, Eureka—Charles Corbin
KARM, Fresno—Dean Metcalf
KECA, Los Angeles—Bernard N. Smith
KFI, Los Angeles—Bernard N. Smith
KNX, Los Angeles—Henry R. Flynn
KMYC, Marysville—Lloyd McQueary
KYOS, Merced—William Musladin
KTRB, Modesto—Warren Cato
KVCV, Redding—Thelma Bryan
KPRO, Riverside—Paul L. Fisher
KROY, Sacramento—Garland Schuler
KGO, San Francisco—Jennings Pierce
KSFO, San Francisco—Austin Fenger
KVOE, Santa Ana—Jim Lyons
KSRO, Santa Rosa—Sheridan Baker
KTKC, Visalia—Walfred Johnson

COLORADO

KLZ, Denver—Bob Harris
KOA, Denver—Clarence C. Moore
KOKO, La Junta—A. C. Heskett

DELAWARE

WDEL, Wilmington—Harvey Smith
WILM, Wilmington—John Styles

FLORIDA

WFTL, Fort Lauderdale—Joe Kieferle
WFTM, Fort Myers—Barbara Brady
WRUF, Gainesville—Clyde Beale
WLAK, Lakeland—Tom Mathews
WTMC, Ocala—Lester Weil
WDBO, Orlando—Walter Barden
WCOA, Pensacola—Russell Hirsch
WTSP, St. Petersburg—William Verdier
WFLA, Tampa—Rinhold Rogers and Bill Stein
WJNO, West Palm Beach—Frank Hagan

GEORGIA

WGPC, Albany—Cecil Fowler
WAGA, Atlanta—Charles Smithgall
WSB, Atlanta—Bynum M. Prance
WBLJ, Dalton—Dave Achor
WMGA, Moultrie—Jack Cox
WRGA, Rome—Roy Underwood
WTOC, Savannah—Weldon Herrin
WPAX, Thomasville—Dean Smith
WGOV, Valdosta—Julian Rawlings
WAYX, Waycross—M. Gordon Nessmith

IDAHO

KIDO, Boise—Phil Allen and Vern Moore
KFXD, Nampa—Eddie Hurt
KSEI, Pocatello—Harold A. Sparks
KTFI, Twin Falls—Charles Crabtree

ILLINOIS

WJBC, Bloomington—Al Staas
WAIT, Chicago—Howard Roberts
WBBM, Chicago—William Costello
WCFL, Chicago—George T. Case
WENR, Chicago—William Drips
WGN, Chicago—Lewis LaMar
WLS, Chicago—Arthur C. Page
WMAQ, Chicago—William Drips
WSOY, Decatur—Hugh Muncy
WTMV, E. St. Louis—Gene Hogan
WEBQ, Harrisburg—Bernie Smith
WJPF, Herrin—Charlie Jackson

ILLINOIS (Continued)

WCLS, Joliet—Ted Blair
WMBD, Peoria—Emil Bill
WTAD, Quincy—Dick Faler
WROK, Rockford—Morey Owens
WILL, Urbana—Ted Mangner

INDIANA

WTRC, Elkhart—Bob Beyer
WOWO, Fort Wayne—Tom Wheeler
WHIP, Hammond—Elmer Herkner
WJOB, Hammond—H. Dunavan
WFBM, Indianapolis—Henry Wood
WIBC, Indianapolis—Ray D. Everson
WBAA, Lafayette—Glenn Sample
WLBC, Muncie—Mike Modlin
WSBT, South Bend—Mark Boyden

IOWA

WOI, Ames—Sam Reck Jr.
WMT, Cedar Rapids—Robert Leefers
KRNT, Des Moines—Andy Woolfries
KSO, Des Moines—Andy Woolfries
WHO, Des Moines—Herb Plambeck
WKBB, Dubuque—Gleason Kistler
KVFD, Fort Dodge—Cole McMartin
WSUI, Iowa City—Ed Bowman
KGLO, Mason City—H. B. Hook
KBIZ, Ottumwa—Bill MacKintosh
KFNF, Shenandoah—"Pate" Simmons
KMA, Shenandoah—Frank Field

KANSAS

KGNO, Dodge City—Richard Hamilton
KSAC, Manhattan—J. P. Chapman
KOAM, Pittsburg—Don M. Taylor
KSAL, Salina—Richard Mall
KFBI, Wichita—Bill Selah

KENTUCKY

WGRC, Louisville—Jerry East
WHAS, Louisville—John Merrifield

LOUISIANA

WWL, New Orleans—Woodrow Hattic
KRMD, Shreveport—Bernard Schram

MAINE

WABI, Bangor—Winthrop S. Duty

MARYLAND

WBAL, Baltimore—John A. Zufall
WTBO, Cumberland—Stewart W. Phillips

MASSACHUSETTS

WAAB, Boston—Charles Eshback
WEEI, Boston—Jesse H. Buffum
WNAC, Boston—Charles Eshback
WTAG, Worcester—George F. E. Story

MICHIGAN

WJR, Detroit—Duncan Moore
WKZO, Kalamazoo—Roy Rowan
WMPC, Lapeer—Frank S. Hemingway
WHLS, Port Huron—Edward Dougherty
WSOO, Sault Ste. Marie—Eugene Sandstrom
WTCM, Traverse City—Bob Green

MINNESOTA

KYSM, Mankato—Glen Harris
KSTP, St. Paul—Val Bjornson
WLB, Minneapolis—Paul Johnson
KROC, Rochester—George B. Cutting
KFAM, St. Cloud—Carl Henneman
KWLM, Willmar—Don Linder
KWNO, Winona—Don Hendriks

MISSISSIPPI

WCBI, Columbus—Charles Holt
WJPR, Greenville—J. R. Pepper
WSKB, McComb—William Lowrey
WCOC, Meridian—D. W. Gavin
WMIS, Natchez—Bill Kelly

MISSOURI

KFRU, Columbia—Dave Cooper
KMBC, Kansas City—Phil Evans, Bob Riley
WHB, Kansas City—John Cargill
KFUO, St. Louis—Karl Boehmke
KMOX, St. Louis—Charles Stookey
WEW, St. Louis—Joe Brennan
KDRO, Sedalia—William W. Davis

MONTANA

KGHL, Billings—Tom Edwards
KFBB, Great Falls—Ted Fosse

NEBRASKA

KMMJ, Grand Island—George Kister
KGFW, Kearney—Leonard Brown
KFAB, Lincoln—C. Earl Williams
KFOR, Lincoln—C. Earl Williams
WJAG, Norfolk—Art Thomas

NEVADA

KOH, Reno—Herb Smith

NEW HAMPSHIRE

WHEB, Portsmouth—Winslow Bettinson

NEW JERSEY

WAAT, Jersey City—David Miller
WPAT, Paterson—Ralph Sumner Silver Jr.

NEW MEXICO

KOB, Albuquerque—Lee Gould
KICA, Clovis—C. J. Todd

NEW YORK

WGR, Buffalo—Cal Hobbie
WHCU, Ithaca—Elmer Phillips
WJTN, Jamestown—Robert Peebles
WOR, New York—Joseph Bier
WSLB, Ogdensburg—Jolly Bergeron
WMFF, Plattsburg—Edward Barry
WHAM, Rochester—Tom Murray
WGY, Schenectady—Emerson Markham
WAGE, Syracuse—Larry Lawrence
WFBL, Syracuse—Benjamin Stanley
WSYR, Syracuse—E. R. Vadeboncoeur
WIBX, Utica—Earl Foster
WATN, Watertown—G. Harry Righter
WWNY, Watertown—Robert Walter

NORTH CAROLINA

WWNC, Asheville—Mardi Liles
WBBB, Burlington—William Sandifur
WBT, Charlotte—Grady Cole
WSOC, Charlotte—W. E. Rowens Jr.
WFNC, Fayetteville—Ted Ellis
WGBR, Goldsboro—Jack Braxton
WBIG, Greensboro—Nancy Hudson
WGTC, Greenville—Wyatt Highsmith
WMFR, High Point—Herman Patterson Jr.
WCBT, Roanoke Rapids—Bert Schlanger

NORTH DAKOTA

WDAY, Fargo—Bob Dobbin
KLPM, Minot—E. H. Cooley

OHIO

WCPO, Cincinnati—Tom McCarthy
WKRC, Cincinnati—Robert Heidler
WLW, Cincinnati—Ed Mason
WGAR, Cleveland—Ralph Worden
WBNS, Columbus—Tom DeVore
WHKC, Columbus—John Moses
WOSU, Columbus—G. E. Ferris
WHIO, Dayton—Richard Cull
WING, Dayton—Jim Miles
WMRN, Marion—Bert Stille
WHIZ, Zanesville—William Barnhart

OKLAHOMA

KASA, Elk City—C. E. Kinney
KSWO, Lawton—Winifred Stabler
KBIX, Muskogee—L. C. Gentry

OREGON

KWIL, Albany—Edwin Watson
KOAC, Corvallis—Burton Hutton
KUIN, Grants Pass—Don H. Telford
KALE, Portland—Luke L. Roberts
KOIN, Portland—Luke L. Roberts
KSLM, Salem—Otto Miller

PENNSYLVANIA

WISR, Butler—Robert Kaufman
WEST, Easton—Theodore Pierz
WHJB, Greensburg—J. Wyant Rowe
WKBO, Harrisburg—Ralph Miller
WAZL, Hazleton—James Peiser
WGAL, Lancaster—Kenneth Kreider
WMRF, Lewistown—Joseph W. Smiley
KYW, Philadelphia—John Thorpe
WCAU, Philadelphia—Charles Shoffner
KDKA, Pittsburgh—Donald Lerch
WCAE, Pittsburgh—Herb Sharp
WMBS, Uniontown—Rex Carter
WORK, York—Leslie Golliday

RHODE ISLAND

WFCI, Pawtucket—Paul Oury

SOUTH CAROLINA

WAIM, Anderson—Jim Blessing
WCSC, Charleston—Russell Long
WMRC, Greenville—Jimmy Collins
WORD, Spartanburg—Charles Spears
WSPA, Spartanburg—Cliff Grey
WFIG, Sumter—J. M. Eleazer, T. O. Bowen

SOUTH DAKOTA

KOBH, Rapid City—John Leslie
WNAX, Yankton—Charles Worcester

TENNESSEE

WOPI, Bristol—Fey Rogers
WDOD, Chattanooga—W. Carpenter
WJZM, Clarksville—R. L. Carmichael
WJHL, Johnson City—Raymond Rosson
WNOX, Knoxville—Kenneth Huddleston
WREC, Memphis—Roy Wooten
WSIX, Nashville—Robert L. Chaudoin
WSM, Nashville—Louie Buck

TEXAS

KGNC, Amarillo—J. B. Linn
KTBC, Austin—Bob Robinson
KSKY, Dallas—Frank F. Parker
KGKO, Fort Worth—Ted Gouldy
KGBS, Harlingen—Wilmar Simpson
KFYO, Lubbock—R. B. McAlister
KPLT, Paris—Hiram Goad
KTSA, San Antonio—Ralph Langley
WOAI, San Antonio—Bill Shomette
KRGV, Weslaco—Harold Shumate

UTAH

KVNU, Logan—Nelson Hall
KOVO, Provo—Wayne Kearl
KDYL, Salt Lake City—Charles S. Buck
KSL, Salt Lake City—Ted Kimball
KUTA, Salt Lake City—Allen Jensen

VERMONT

WCAX, Burlington—William H. Rose
WWSR, St. Albans—G. Malcolm Weaver
WDEV, Waterbury—Dick Laughrin

VIRGINIA

WSVA, Harrisonburg—Charles A. Ballou
WLVA, Lynchburg—Eric F. Lund
WTAR, Norfolk—William Searle
WRVA, Richmond—H. S. Redwood
WLPM, Suffolk—Earl Hundley

WASHINGTON

KELA, Centralia—Don Wheeler
KEVE, Everett—Jack McClintock
KGY, Olympia—Sam Crawford
KWSC, Pullman—Glenn Lorang
KIRO, Seattle—William Moshier
KFPY, Spokane—E. W. Jorgenson
KGA, Spokane—Ken Hutcheson
KHQ, Spokane—Ken Hutcheson
KVI, Tacoma—Harry Long
KUJ, Walla Walla—J. Birney Blair

WEST VIRGINIA

WAJR, Morgantown—T. O. Moore
WWVA, Wheeling—Ted Spears

WISCONSIN

WTAQ, Green Bay—Orville Leverton
WCLO, Janesville—R. T. Glassco
WKBH, La Crosse—Jack Martin
WHA, Madison—Milton Bliss
WIBA, Madison—Al Gilbert
WOMT, Manitowoc—Don Wodak
WIBU, Poynette—William C. Forrest
WJMC, Rice Lake—I. O. Hembro
WHBL, Sheboygan—Glen James
WLBL, Stevens Point—G. J. Gunning

WYOMING

KRVS, Rock Springs—Elmer Ellsworth
KWYO, Sheridan—James Carroll

ALASKA

KGBU, Ketchikan—Jim Britton

HAWAII

KGMB, Honolulu—Gwenfread Allen

CANADIAN STATIONS

ALBERTA

CFAC, Calgary—E. W. Brunsden
CFCN, Calgary—C. H. Stout
CFRN, Edmonton—Stan Ross
CKUA, Edmonton—Cyril Kenway

BRITISH COLUMBIA

CBR, Vancouver—Fergus Mutrie

NEW BRUNSWICK

CBA, Sackville—Ralph B. Marven

ONTARIO

CHML, Hamilton—Duke Stubbs
CJKL, Kirkland Lake—Cy King
CFCH, North Bay—Jerry Hill
CFOS, Owen Sound—Dick Payne
CJCS, Stratford—Jack Haney
CKGB, Timmins—Gordon Shaw
CBL, Toronto—Don Fairbairn
CBY, Toronto—Don Fairbairn
CKCL, Toronto—Donald Copeland
CKNX, Wingham—Bill Henry

PRINCE EDWARD ISLAND

CFCY, Charlottetown—A. K. Morrow

QUEBEC

CBF, Montreal—Armand Berube
CKAC, Montreal—Flavius Daniel
CBV, Quebec—Armand Berube
CKRN, Rouyn—Lucien Godin
CHLT, Sherbrooke—Alec Sim

SASKATCHEWAN

CKBI, Prince Albert—Alex Ewing
CKCK, Regina—G. H. Cook
CBK, Watrous—H. R. C. Boyd

Radio Stations Subscribing
TO MAJOR PRESS ASSOCIATION NEWS SERVICES

BUP—British United Press
231 St. James St.
Montreal, Que.

INS—International News Service
235 E. 45th St.
New York City

AP—Associated Press
(Served through its subsidiary,
Press Association)
50 Rockefeller Plaza
New York City

TP—Transradio Press Service
521 Fifth Ave.
New York City

UP—United Press
220 E. 42nd St.
New York City

(As reported to January 1, 1942, by BUP, INS, PA and UP; TP clients reported by individual stations.)

City	Station	Service
	ALABAMA	
Anniston	WHMA	UP
Birmingham	WAPI	UP
Birmingham	WBRC	INS
Birmingham	WSGN	AP
Decatur	WMSL	UP
Dothan	WAGF	AP, TP
Huntsville	WBHP	UP
Mobile	WALA	INS
Mobile	WMOB	UP
Montgomery	WCOV	INS, AP, TP
Montgomery	WSFA	UP
Opelika	WJHO	UP
Sheffield	WMSD	UP
Tuscaloosa	WJRD	INS
	ARIZONA	
Globe	KWJB	UP
Lowell	KSUN	AP
Phoenix	KOY	AP
Phoenix	KPHO	INS
Phoenix	KTAR	INS, AP, UP
Prescott	KYCA	INS
Safford	KGLU	UP
Tucson	KTUC	AP, TP
Tucson	KVOA	UP
	ARKANSAS	
El Dorado	KELD	INS
Fort Smith	KFPW	UP
Helena	KFFA	UP
Hot Springs	KTHS	AP
Jonesboro	KTBM	TP
Little Rock	KARK	INS
Little Rock	KLRA	UP
Pine Bluff	KOTN	UP
Siloam Springs	KUOA	UP
	CALIFORNIA	
Bakersfield	KERN	INS
Bakersfield	KPMC	UP
Berkeley	KRE	INS
Beverly Hills	KMPC	UP
Chico	KHSL	UP
Eureka	KIEM	INS, UP
Fresno	KARM	INS, TP
Fresno	KMJ	UP
Glendale	KIEV	UP
Hollywood	KFWB	INS
Long Beach	KFOX	UP
Long Beach	KGER	AP, TP
Los Angeles	KECA	AP, UP
Los Angeles	KFAC	UP
Los Angeles	KFI	AP, UP
Los Angeles	KFVD	UP
Los Angeles	KGFJ	INS
Los Angeles	KHJ	INS, AP
Los Angeles	KNX	INS, AP, UP
Los Angeles	KRKD	INS
Merced	KYOS	UP
Modesto	KTRB	UP
Monterey	KDON	UP
Oakland	KLS	INS
Oakland	KLX	AP
Oakland	KROW	INS
Pasadena	KPAS	INS
Redding	KVCV	UP
Riverside	KPRO	INS, TP
Sacramento	KFBK	UP
Sacramento	KROY	INS
San Bernardino	KFXM	INS, UP
San Diego	KFMB	INS
San Diego	KFSD	AP, UP
San Francisco	KFRC	INS, AP
San Francisco	KGEI	INS, AP
San Francisco	KGO	INS, AP, UP
San Francisco	KJBS	INS, UP
San Francisco	KPO	INS, AP, UP
San Francisco	KSAN	INS, UP
San Francisco	KSFO	INS, AP
San Francisco	KYA	INS
San Jose	KQW	INS, UP
San Luis Obispo	KVEC	INS
Santa Barbara	KTMS	INS, AP, TP
Santa Rosa	KSRO	INS, AP, UP
Stockton	KGDM	INS
Stockton	KWG	UP
Visalia	KTKC	AP, UP
	COLORADO	
Colorado Springs	KVOR	AP
Denver	KFEL	TP
Denver	KLZ	INS
Denver	KOA	INS, AP, UP
Denver	KMYR	UP
Denver	KVOD	UP
Durango	KIUP	TP
Grand Junction	KFXJ	UP
Greeley	KFKA	UP
La Junta	KOKO	TP
Pueblo	KGHF	AP
	CONNECTICUT	
Bridgeport	WNAB	AP
Hartford	WDRC	UP
Hartford	WTHT	AP
Hartford	WTIC	INS, AP, TP
New Britain	WNBC	UP
New Haven	WELI	UP
Stamford	WSRR	UP
Waterbury	WATR	AP, TP
Waterbury	WBRY	AP
	DELAWARE	
Wilmington	WDEL	UP
Wilmington	WILM	UP
	DISTRICT OF COLUMBIA	
Washington	WINX	INS
Washington	WJSV	AP, UP
Washington	WMAL	INS, AP, UP
Washington	WOL	TP, UP
Washington	WRC	INS, AP, UP
Washington	WWDC	AP
	FLORIDA	
Fort Lauderdale	WFTL	UP
Gainesville	WRUF	UP
Jacksonville	WJAX	INS, AP, TP
Jacksonville	WJHP	AP
Jacksonville	WMBR	UP
Lakeland	WLAK	UP
Lake Worth	WWPG	AP
Miami	WIOD	INS, AP, UP
Miami	WQAM	UP
Miami Beach	WKAT	UP
Ocala	WTMC	AP
Orlando	WDBO	UP
Orlando	WLOF	INS
Panama City	WDLP	AP
Pensacola	WCOA	AP
St. Petersburg	WFOY	UP
St. Petersburg	WSUN	AP, UP
St. Petersburg	WTSP	INS, UP
Sarasota	WSPB	UP
Tallahassee	WTAL	UP
Tampa	WDAE	AP
Tampa	WFLA	UP
West Palm Beach	WJNO	UP
	GEORGIA	
Albany	WALB	AP
Albany	WGPC	UP
Athens	WGAU	AP, UP
Atlanta	WAGA	UP
Atlanta	WATL	INS, UP
Atlanta	WGST	AP
Atlanta	WSB	AP, UP
Augusta	WGAC	AP
Augusta	WRDW	AP, UP
Brunswick	WMOG	UP
Cedartown	WGAA	AP
Columbus	WRBL	INS, UP
Dalton	WBLJ	INS
Gainesville	WGGA	AP
Griffin	WKEU	AP
LaGrange	WLAG	UP
Macon	WBML	UP
Macon	WMAZ	INS
Moultrie	WMGA	UP
Rome	WRGA	UP
Savannah	WSAV	INS
Savannah	WTOC	UP
Thomasville	WPAX	UP
Toccoa	WRLC	AP
Valdosta	WGOV	UP
Waycross	WAYX	UP
West Point	WDAK	INS
	IDAHO	
Boise	KIDO	UP
Lewiston	KRLC	UP
Nampa	KXFD	UP
Pocatello	KSEI	UP
Twin Falls	KTFI	TP, UP
Wallace	KWAL	TP
	ILLINOIS	
Aurora	WMRO	AP
Bloomington	WJBC	TP
Carthage	WCAZ	UP
Champaign	WDWS	AP, UP
Chicago	WAAF	UP
Chicago	WAIT	AP
Chicago	WBBM	INS, AP, UP
Chicago	WCBD	AP
Chicago	WCFL	UP
Chicago	WEDC	UP
Chicago	WENR	INS, AP, UP
Chicago	WGN	AP, UP
Chicago	WJJD	TP
Chicago	WLS	AP, UP
Chicago	WMAQ	INS, AP, UP
Chicago	WMBI	UP
Chicago	WSBC	AP
Cicero	WHFC	UP
Danville	WDAN	UP
Decatur	WSOY	AP
E. St. Louis	WTMV	INS
Galesburg	WGIL	INS, UP
Harrisburg	WEBQ	UP
Herrin	WJPF	UP
Jacksonville	WLDS	UP
Joliet	WCLS	UP
Peoria	WMBD	UP
Quincy	WTAD	UP
Rock Island	WHBF	AP, UP
Rockford	WROK	UP
Springfield	WCBS	AP
Springfield	WTAX	UP
Tuscola	WDZ	UP
Urbana	WILL	AP
	INDIANA	
Anderson	WHBU	UP
Elkhart	WTRC	UP
Evansville	WEOA	UP
Evansville	WGBF	UP
Fort Wayne	WGL	UP
Fort Wayne	WOWO	UP
Gary	WIND	AP, TP
Hammond	WHIP	INS
Hammond	WJOB	UP
Indianapolis	WFBM	INS, AP
Indianapolis	WIBC	UP
Indianapolis	WIRE	AP, UP
Indianapolis	WISH	AP
Kokomo	WKMO	UP
Muncie	WLBC	UP
New Albany	WGRC	AP
Richmond	WKBV	INS
South Bend	WSBT	UP
Terre Haute	WBOW	UP
Vincennes	WAOV	UP
West Lafayette	WBAA	AP
	IOWA	
Ames	WOI	UP
Burlington	KBUR	PA
Cedar Rapids	WMT	AP, UP
Clinton	KROS	UP
Davenport	WOC	UP
Des Moines	KRNT	AP, UP
Des Moines	KSO	AP, UP
Des Moines	WHO	INS, UP
Dubuque	KDTH	AP
Dubuque	WKBB	INS
Ft. Dodge	KVFD	UP
Iowa City	WSUI	AP
Marshalltown	KFJB	UP
Mason City	KGLO	AP, UP
Ottumwa	KBIZ	UP
Shenandoah	KFNF	TP
Shenandoah	KMA	UP
Sioux City	KSCJ	AP
Sioux City	KTRI	UP
	KANSAS	
Coffeyville	KGGF	AP
Dodge City	KGNO	AP
Emporia	KTSW	UP
Garden City	KIUL	UP
Great Bend	KVGB	AP, TP
Hutchinson	KWBW	UP
Kansas City	KCKN	UP
Lawrence	WREN	UP
Manhattan	KSAC	AP
Pittsburg	KOAM	INS
Topeka	WIBW	AP, UP
Wichita	KANS	UP
Wichita	KFBI	INS
Wichita	KFH	AP
	KENTUCKY	
Ashland	WCMI	UP
Harlan	WHLN	UP
Henderson	WSON	UP
Hopkinsville	WHOP	UP
Lexington	WLAP	UP
Louisville	WAVE	INS
Louisville	WHAS	AP, UP
Owensboro	WOMI	AP
Paducah	WPAD	AP, UP
	LOUISIANA	
Alexandria	KALB	INS
Baton Rouge	WJBO	UP
Baton Rouge	W45BR	AP
Lafayette	KVOL	UP
Lake Charles	KPLC	UP
Monroe	KMLB	UP
New Orleans	WDSU	INS
New Orleans	WNOE	AP, UP
New Orleans	WSMB	PA
New Orleans	WWL	UP
Shreveport	WSMB	AP
Shreveport	KTBS	AP, UP
Shreveport	KWKH	AP, UP
	MAINE	
Augusta	WRDO	UP
Bangor	WABI	INS
Bangor	WLBZ	UP
Lewiston	WCOU	UP
Portland	WCSH	UP
Portland	WGAN	UP
	MARYLAND	
Baltimore	WBAL	INS UP
Baltimore	WCAO	INS
Baltimore	WCBM	INS
Baltimore	WFBR	INS, AP
Baltimore	WITH	AP
Cumberland	WTBO	UP
Frederick	WFMD	AP, TP
Hagerstown	WJEJ	TP
Salisbury	WBOC	UP
	MASSACHUSETTS	
Boston	WBZ	AP, UP
Boston	WCOP	INS
Boston	WEEI	UP
Boston	WHDH	TP
Boston	WMEX	INS
Boston	WORL	UP
Boston	WRUL	AP
Fall River	WSAR	INS
Fitchburg	WEIM	AP
Holyoke	WHYN	UP
Lawrence	WLAW	UP
Lowell	WLLH	INS
Pittsfield	WBRK	TP
Springfield	WBZA	AP, UP
Springfield	WMAS	INS
Springfield	WSPR	INS, TP
Worcester	WORC	INS, TP
Worcester	WTAG	AP
	MICHIGAN	
Battle Creek	WELL	AP
Bay City	WBCM	UP
Calumet	WHDF	AP
Detroit	WJBK	INS
Detroit	WJLB	INS
Detroit	WJR	INS
Detroit	WWJ	UP
Detroit	WXYZ	UP
Detroit	W45D	UP
Escanaba	WDBC	UP
Flint	WFDF	INS
Grand Rapids	WASH	UP
Grand Rapids	WLAV	INS
Grand Rapids	WOOD	UP
Ironwood	WJMS	AP, UP
Jackson	WIBM	AP
Kalamazoo	WKZO	INS
Lansing	WJIM	UP
Lansing	WKAR	AP
Marquette	WDMJ	TP
Muskegon	WKBZ	UP
Pontiac	WCAR	INS
Port Huron	WHLS	UP
Royal Oak	WEXL	INS
Saginaw	WSAM	INS
Sault Ste. Marie	WSOO	AP
Traverse City	WTCM	AP
	MINNESOTA	
Albert Lea	KATE	UP
Duluth	KDAL	TP
Duluth	WEBC	AP, UP
Hibbing	WMFG	UP
Mankato	KYSM	UP
Minneapolis	WCCO	AP, UP
Minneapolis	WDGY	AP
Minneapolis	WLB	UP
Minneapolis	WLOL	INS, TP
Minneapolis	WTCN	INS, AP
Moorhead	KVOX	UP
Rochester	KROC	UP
St. Cloud	KFAM	UP

(Continued on page 228)

XUM

"THE WORLD'S BEST COVERAGE
OF THE WORLD'S BIGGEST NEWS"
-----UNITED PRESS

XUM

Radio Stations Subscribing to
MAJOR PRESS ASSOCIATION NEWS SERVICES

(Continued from page 226)

City	*Station*	*Service*
St. Paul	KSTP	UP
St. Paul	WMIN	INS
Virginia	WHLB	UP
Willmar	KWLM	UP
Winona	KWNO	UP
MISSISSIPPI		
Columbus	WCBI	AP
Greenville	WJPR	UP
Greenwood	WGRM	INS
Gulfport	WGCM	INS
Hattiesburg	WFOR	INS
Jackson	WJDX	UP
Jackson	WSLI	AP
Laurel	WAML	UP
Meridian	WCOC	UP
McComb	WSKB	UP
Natchez	WMIS	INS
Vicksburg	WQBC	AP
MISSOURI		
Cape Girardeau	KFVS	TP
Columbia	KFRU	INS, UP
Hannibal	KHMO	AP
Jefferson City	KWOS	AP, UP
Joplin	WMBH	UP
Kansas City	KCMO	UP
Kansas City	KMBC	AP, TP
Kansas City	WDAF	AP
Kansas City	WHB	INS
Poplar Bluff	KWOC	AP
St. Joseph	KFEQ	UP
St. Louis	KFUO	UP
St. Louis	KMOX	AP, TP, UP
St. Louis	KSD	AP
St. Louis	KWK	UP
St. Louis	KXOK	INS, UP
St. Louis	WEW	INS
St. Louis	WIL	INS
Sedalia	KDRO	UP
Springfield	KGBX	UP
Springfield	KWTO	UP
MONTANA		
Billings	KGHL	UP
Bozeman	KRBM	UP
Butte	KGIR	UP
Great Falls	KFBB	UP
Helena	KFPA	UP
Kalispell	KGEZ	UP
Miles City	KRJF	AP
Missoula	KGVO	UP
Wolf Point	KGCX	TP
NEBRASKA		
Fremont	KORN	AP
Grand Island	KMMJ	UP
Hastings	KHAS	AP
Kearney	KGFW	AP
Lincoln	KFAB	AP, INS
Lincoln	KFOR	AP, INS
Norfolk	WJAG	AP
North Platte	KGNF	UP
Omaha	KOIL	INS
Omaha	KOWH	AP, UP
Omaha	WOW	UP
Scottsbluff	KGKY	AP
NEVADA		
Las Vegas	KENO	INS, TP
Reno	KOH	UP
NEW HAMPSHIRE		
Keene	WKNE	UP
Laconia	WLNH	AP
Manchester	WFEA	UP
Manchester	WMUR	AP
Portsmouth	WHEB	AP
NEW JERSEY		
Atlantic City	WBAB	AP
Atlantic City	KFPG	INS, UP
Bridgeton	WSNJ	UP
Camden	WCAM	TP
Jersey City	WAAT	INS, UP
Jersey City	WHOM	INS, AP
Paterson	WPAT	INS, AP
Trenton	WTNJ	UP
Trenton	WTTM	UP
NEW MEXICO		
Albuquerque	KOB	INS, UP
Carlsbad	KAVE	UP
Clovis	KICA	UP
Hobbs	KWEW	TP, UP
Las Vegas	KFUN	INS
Roswell	KGFL	UP
Santa Fe	KVSF	TP
Tucumcari	KTNM	INS
NEW YORK		
Albany	WABY	TP
Albany	WOKO	TP
Auburn	WMBO	AP
Batavia	WBTA	UP
Binghamton	WNBF	UP
Brooklyn	WBYN	INS
Buffalo	WBEN	UP
Buffalo	WBNY	TP
Buffalo	WEBR	UP
Buffalo	WGR	UP
Buffalo	WKBW	UP
Elmira	WENY	UP
Ithaca	WHCU	UP
Jamestown	WJTN	UP
Kingston	WKNY	INS
Newburgh	WGNY	UP
New York	WABC	INS, AP, UP
New York	WBNX	INS
New York	WBYN	AP
New York	WCNW	AP
New York	WEAF	INS, AP, UP
New York	WHN	AP, UP
New York	WINS	INS
New York	WJZ	INS, AP, UP
New York	WMCA	AP
New York	WNEW	AP
New York	WNYC	INS, AP
New York	WOR	AP, TP, UP
New York	WOV	INS, UP
New York	WQXR	AP
Niagara Falls	WHLD	TP, UP
Ogdensburg	WSLB	UP
Plattsburg	WMFF	TP
Poughkeepsie	WKIP	AP
Rochester	WHAM	UP
Rochester	WHEC	INS
Rochester	WSAY	INS
Saranac Lake	WNBZ	TP
Schenectady	WGY	INS, UP
Schenectady	W47A	AP
Syracuse	WAGE	AP
Syracuse	WFBL	INS
Syracuse	WOLF	TP
Syracuse	WSYR	UP
Troy	WTRY	UP
Utica	WIBX	INS
Watertown	WATN	TP
Watertown	WWNY	UP
White Plains	WFAS	AP
Woodside	WWRL	INS
NORTH CAROLINA		
Asheville	WISE	INS
Asheville	WWNC	UP
Burlington	WBBB	UP
Charlotte	WAYS	INS
Charlotte	WBT	UP
Charlotte	WSOC	TP
Durham	WDNC	UP
Elizabeth City	WCNC	UP
Fayetteville	WFNC	UP
Gastonia	WGNC	UP
Goldsboro	WGBR	UP
Greensboro	WBIG	AP, TP
Greensboro	WGBG	UP
Greenville	WGTC	UP
Hickory	WHKY	UP
High Point	WMFR	UP
Kinston	WFTC	TP
Raleigh	WPTF	AP, UP
Raleigh	WRAL	TP
Roanoke Rapids	WCBT	UP
Rocky Mount	WEED	UP
Salisbury	WSTP	TP
Wilmington	WMFD	TP
Wilson	WGTM	UP
Winston-Salem	WAIR	AP
Winston-Salem	WSJS	UP
NORTH DAKOTA		
Bismarck	KFYR	AP
Devils Lake	KDLR	AP
Fargo	WDAY	AP, UP
Grand Forks	KILO	TP
Jamestown	KRMC	TP
Minot	KLPM	TP
OHIO		
Akron	WADC	TP
Akron	WAKR	AP
Akron	WJW	UP
Ashtabula	WICA	UP
Canton	WHBC	AP, UP
Cincinnati	WCKY	UP
Cincinnati	WCPO	UP
Cincinnati	WKRC	AP
Cincinnati	WLW	INS, AP
Cincinnati	WSAI	INS, AP
Cleveland	WCLE	AP
Cleveland	WGAR	INS
Cleveland	WHK	AP
Cleveland	WTAM	UP
Columbus	WBNS	AP
Columbus	WCOL	INS
Columbus	WHKC	UP
Columbus	WOSU	UP
Dayton	WHIO	UP
Dayton	WING	INS
Findlay	WFIN	INS
Lima	WLOK	INS, TP
Mansfield	WMAN	INS
Marion	WMRN	UP
Portsmouth	WPAY	UP
Springfield	WIZE	UP
Steubenville	WSTV	UP
Toledo	WSPD	INS, UP
Toledo	WTOL	UP
Warren	WRRN	UP
Youngstown	WFMJ	AP, UP
Youngstown	WKBN	TP
Zanesville	WHIZ	UP
OKLAHOMA		
Ada	KADA	UP
Ardmore	KVSO	AP
Enid	KCRC	AP
Lawton	KSWO	UP
Muskogee	KBIX	AP
Oklahoma City	KOCY	AP, UP
Oklahoma City	KOMA	UP
Oklahoma City	WKY	AP
Okmulgee	KHBG	UP
Shawnee	KGFF	AP
Tulsa	KOME	AP
Tulsa	KTUL	UP
Tulsa	KVOO	INS
OREGON		
Albany	KWIL	UP
Astoria	KAST	UP
Baker	KBKR	UP
Bend	KBND	UP
Corvallis	KOAC	UP
Eugene	KORE	UP
Grants Pass	KUIN	AP
Klamath Falls	KFJI	UP
LaGrande	KLBM	UP
Marshfield	KOOS	UP
Medford	KMED	UP
Pendleton	KWRC	UP
Portland	KALE	INS, UP
Portland	KEX	INS, AP
Portland	KGW	INS, AP
Portland	KOIN	INS, UP
Portland	KWJJ	INS, UP
Portland	KXL	AP, UP
Roseburg	KRNR	AP
Salem	KSLM	UP
The Dalles	KODL	UP
PENNSYLVANIA		
Allentown	WSAN	UP
Altoona	WFBG	INS, TP
Butler	WISR	AP
Du Bois	WCED	UP
Easton	WEST	UP
Erie	WERC	UP
Glenside	WIBG	UP
Harrisburg	WHP	UP
Harrisburg	WKBO	UP
Hazleton	WAZL	UP
Johnstown	WJAC	INS, UP
Lancaster	WGAL	UP
Lewistown	WMRF	UP
New Castle	WKST	INS
New Kensington	WKPA	INS
Philadelphia	KYW	AP, UP
Philadelphia	WCAU	AP, TP
Philadelphia	WDAS	INS
Philadelphia	WFIL	INS
Philadelphia	WIP	TP, UP
Philadelphia	WPEN	TP
Philadelphia	WTEL	INS
Pittsburgh	KDKA	AP, UP
Pittsburgh	KQV	TP
Pittsburgh	WCAE	AP, INS
Pittsburgh	WJAS	TP
Pittsburgh	WWSW	INS, AP
Reading	WEEU	UP
Reading	WRAW	UP
Scranton	WARM	UP
Scranton	WGBI	INS
Sharon	WPIC	UP
Sunbury	WKOK	UP
Washington	WJPA	UP
Wilkes-Barre	WBAX	UP
Wilkes-Barre	WBRE	AP
Williamsport	WRAK	UP
York	WORK	UP
RHODE ISLAND		
Pawtucket	WFCI	INS
Providence	WPRO	AP, UP
SOUTH CAROLINA		
Anderson	WAIM	AP
Charleston	WCSC	UP
Charleston	WTMA	AP
Columbia	WCOS	INS
Columbia	WIS	UP
Florence	WOLS	UP
Greenville	WFBC	TP, UP
Greenville	WMRC	AP, INS
Greenwood	WCRS	AP
Spartanburg	WORD	UP
Spartanburg	WSPA	UP
Sumter	WFIG	UP

INS

In the San Francisco Bay area INS serves all ten radio stations, in Baltimore four out of five.

INS high-speed news reports are unabridged—consequently, each newscaster can adapt them to his own method or style—without duplication.

Among the hundreds of stations using INS are such topnotchers as

WEAF, WABC, WLW, WSM,
WTIC, KLZ, WHO, WHB,
WFIL, KYA, WBBM, KFWB

All stations of the New England Yankee Network and of the Don Lee Pacific Coast System also use INS newscasts.

International News Service

Get it first . . . but first get it right

SOUTH DAKOTA

Rapid City	KOBH	UP
Sioux Falls	KELO	UP
Sioux Falls	KSOO	UP
Watertown	KWAT	UP
Yankton	WNAX	AP, UP

TENNESSEE

Bristol	WOPI	UP
Chattanooga	WAPO	INS
Chattanooga	WDEF	UP
Chattanooga	WDOD	UP
Clarksville	WJZM	AP
Cookeville	WHUB	UP
Jackson	WTJS	UP
Johnson City	WJHL	UP
Kingsport	WKPT	UP
Knoxville	WBIR	UP
Knoxville	WNOX	UP
Knoxville	WROL	AP
Memphis	WHBQ	INS, UP
Memphis	WMC	UP
Memphis	WMPS	UP
Memphis	WREC	UP
Nashville	WLAC	UP
Nashville	WSIX	TP
Nashville	WSM	INS, AP

TEXAS

Abilene	KRBC	AP
Amarillo	KFDA	INS
Amarillo	KGNC	UP
Austin	KNOW	UP
Austin	KTBC	INS
Beaumont	KFDM	UP
Beaumont	KRIC	INS
Big Spring	KBST	AP
Brownwood	KBWD	UP
Corpus Christi	KEYS	UP
Corpus Christi	KRIS	INS, TP
Corsicana	KAND	UP
Dallas	KRLD	INS
Dallas	KSKY	AP
Dallas	WFAA	UP
Dallas	WRR	TP
Denton	KDNT	UP
El Paso	KROD	INS
El Paso	KTSM	UP
Fort Worth	KFJZ	UP
Fort Worth	KGKO	AP, UP
Fort Worth	WBAP	AP
Galveston	KLUF	UP
Harlingen	KGBS	AP
Houston	KPRC	AP
Houston	KTRH	UP
Houston	KXYZ	INS
Laredo	KPAB	INS
Longview	KFRO	UP
Lubbock	KFYO	UP
Lufkin	KRBA	TP
Midland	KRLH	UP
Pampa	KPDN	AP, UP
Paris	KPLT	AP
Pecos	KIUN	TP, UP
Port Arthur	KPAC	INS
San Angelo	KGKL	AP
San Antonio	KABC	UP
San Antonio	KMAC	INS
San Antonio	KONO	AP
San Antonio	KTSA	UP
San Antonio	WOAI	INS, AP, UP
Sherman	KRRV	UP
Sweetwater	KXOX	UP
Temple	KTEM	UP
Texarkana	KCMC	AP
Tyler	KGKB	UP
Vernon	KVWC	AP, UP
Victoria	KVIC	UP
Waco	WACO	INS, UP
Weslaco	KRGV	UP
Wichita Falls	KWFT	UP

UTAH

Cedar City	KSUB	UP
Logan	KVNU	UP
Ogden	KLO	AP
Provo	KOVO	AP, UP
Price	KEUB	AP
Salt Lake City	KDYL	INS, UP
Salt Lake City	KSL	INS, UP
Salt Lake City	KUTA	INS

VERMONT

Burlington	WCAX	UP
Rutland	WSYB	TP
St. Albans	WWSR	TP
Waterbury	WDEV	UP

VIRGINIA

Charlottesville	WCHV	UP
Covington	WJMA	UP
Danville	WBTM	TP
Fredericksburg	WFVA	UP
Harrisonburg	WSVA	UP
Martinsville	WMVA	AP
Newport News	WGH	AP
Norfolk	WTAR	AP, TP, UP
Petersburg	WPID	UP
Richmond	WRNL	AP, UP
Richmond	WRVA	TP, UP
Roanoke	WDBJ	UP
Suffolk	WLPM	UP

WASHINGTON

Aberdeen	KXRO	UP
Bellingham	KVOS	UP
Centralia	KELA	UP
Everett	KEVE	AP
Everett	KRKO	UP
Longview	KWLK	UP
Olympia	KGY	UP
Pullman	KWSC	UP
Seattle	KEVR	UP
Seattle	KIRO	AP
Seattle	KJR	UP
Seattle	KOL	UP
Seattle	KRSC	AP
Seattle	KXA	INS
Spokane	KFIO	UP
Spokane	KFPY	UP
Spokane	KGA	UP
Spokane	KHQ	UP
Tacoma	KMO	UP
Tacoma	KTBI	UP
Tacoma	KVI	AP
Vancouver	KVAN	UP
Walla Walla	KUJ	UP
Wenatchee	KPQ	UP
Yakima	KIT	UP

WEST VIRGINIA

Beckley	WJLS	UP
Bluefield	WHIS	AP
Charleston	WCHS	AP, UP
Charleston	WGKV	UP
Clarksburg	WBLK	AP, UP
Fairmont	WMMN	UP
Huntington	WSAZ	AP
Logan	WLOG	UP
Morgantown	WAJR	UP
Parkersburg	WPAR	AP, UP
Welch	WBRW	AP
Wheeling	WKWK	UP
Wheeling	WWVA	UP
Williamson	WBTH	UP

WISCONSIN

Appleton	WHBY	AP, UP
Ashland	WATW	UP
Eau Claire	WEAU	UP
Fond du Lac	KFIZ	INS, UP
Green Bay	WTAQ	AP, UP
Janesville	WCLO	AP
La Crosse	WKBH	UP
Madison	WIBA	UP
Manitowoc	WOMT	UP
Marinette	WMAM	UP
Medford	WIGM	UP
Milwaukee	WEMP	UP
Milwaukee	WISN	INS
Milwaukee	WTMJ	AP
Oshkosh	WOSH	AP
Poynette	WIBU	UP
Racine	WRJN	INS
Rice Lake	WJMC	TP
Sheboygan	WHBL	UP
Wausau	WSAU	UP
Wisconsin Rapids	WFHR	AP

WYOMING

Casper	KDFN	TP
Cheyenne	KFBC	UP
Powell	KPOW	AP, TP
Rock Springs	KVRS	TP
Sheridan	KWYO	TP

ALASKA

Anchorage	KFQD	TP
Fairbanks	KFAR	TP
Juneau	KINY	INS, TP
Ketchikan	KGBU	UP

HAWAII

Hilo	KHBC	UP
Honolulu	KGMB	UP
Lihue	KTOH	UP

Canadian

ALBERTA

Calgary	CFCN	BUP, TP
Edmonton	CFRN	BUP
Lethbridge	CJOC	BUP

BRITISH COLUMBIA

Prince Rupert	CFPR	BUP
Vancouver	CJOR	BUP, TP
Vancouver	CKMO	BUP
Vancouver	CKWX	BUP

MANITOBA

Brandon	CKX	BUP
Flin Flon	CFAR	TP
Winnipeg	CJRC	BUP
Winnipeg	CKY	BUP

NEW BRUNSWICK

Fredericton	CFNB	BUP
Moncton	CKCW	BUP

NOVA SCOTIA

Halifax	CHNS	BUP
Sydney	CJCB	TP
Yarmouth	CJLS	TP

ONTARIO

Brantford	CKPC	TP
Chatham	CFCO	BUP
Hamilton	CKOC	BUP
Hamilton	CHML	BUP
Kenora	CKCA	BUP
Kirkland Lake	CJKL	BUP
North Bay	CFCH	BUP
Ottawa	CKCO	BUP
Sault Ste. Marie	CJIC	BUP
Stratford	CJCS	BUP
Sudbury	CKSO	BUP
Timmins	CKGB	BUP
Toronto	CFRB	BUP
Toronto	CKCL	BUP
Wingham	CKNX	TP

PRINCE EDWARD ISLAND

Charlottetown	CFCY	BUP, TP

QUEBEC

Montreal	CFCF	BUP
Montreal	CKAC	BUP
Montreal	CHLP	BUP
Quebec	CHRC	BUP
Rouyn	CKRN	BUP
Val d'Or	CKVD	BUP

SASKATCHEWAN

Moose Jaw	CHAB	BUP
Prince Albert	CKBI	BUP
Regina	CJRM	TP
Regina	CKCK	BUP
Yorkton	CJGX	BUP

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"COVERS THE WORLD"

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FIRST AND ACCURATE

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BRITISH UNITED PRESS
Head Office — 231 St. James
Montreal, Quebec,
Canada

Advertisers Using NBC-Red Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paints	Smilin' Ed McConnell	Saturday, 11:45-12:00 Noon	30	Jan. '41-Apr. '41	Henri, Hurst & McDonald, Chicago
Albers Bros. Milling Co., Seattle	Cereals	Voice of Experience	Mon., Wed., Fri., 9:30-9:45 A.M. PST	14	Nov. '40-Apr. '41	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	H. V. Kaltenborn	Tues., Thurs., Sat., 3:45-4:00 P.M. PST	7	July '41-Sept. '41	Erwin Wasey & Co., Seattle
American Tobacco Co., New York	Lucky Strike	Kay Kyser's College	Wednesday, 10:00-11:00 P.M.	110	Nov. '38—	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike	Information Please	Friday, 8:30-9:00 P.M.; Tuesday, 8:30-9:00 P.M. PST Blue	116	Nov. '40—	Lord & Thomas, N. Y.
Anacin Co., Jersey City	Anacin	America the Free	Saturday, 10:30-11:00 A.M.; 1:30-2:00 P.M.	60	June '41—-Dec. '41	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	America the Free	Saturday, 11:30-12:00 Noon	59	Dec. '41—	Blackett-Sample-Hummert, N. Y.
B. T. Babbitt Inc., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	45	Sept. '40—	Maxon, Inc., N. Y.
Bayer Co., New York	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	68	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Bayer Aspirin	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	52	Jan. '40—	Blackett-Sample-Hummert, N. Y.
Bell Telephone System, New York	Telephone Service	Telephone Hour	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	85	Apr. '40—	N. W. Ayer & Son, N. Y.
Best Foods, New York	Hellmann's	We, the Abbotts	Mon.-Fri., 5:30-5:45 P.M.	62	June '41—	Benton & Bowles, N. Y.
Bristol-Myers Co., New York	Minit-Rub	News	Mon., Wed., Fri., 4:45-5:00 P.M. PST	8	Feb. '41—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 A.M.; 12:00-12:30 A.M.	84	Oct. '40-June '41	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 A.M.; 12:00-12:30 A.M.	87	Sept. '41—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Quizzer Baseball	Wednesday, 9:00-9:30 A.M.; 12:00-12:30 A.M.	84	July '41-Aug. '41	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis	Mr. District Attorney	Wednesday, 9:30-10:00 P.M.; 12:30-1:00 A.M.	87	June '40—	Pedlar & Ryan, N. Y.
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	Uncle Water's Dog House	Tuesday, 10:30-11:00 P.M.	83	May '39-Apr. '41	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	College Humor	Tuesday, 10:30-11:00 P.M.	83	Apr. '41-Sept. '41	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	Red Skelton	Tuesday, 10:30-11:00 P.M.	118	Sept. '41—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	Wings of Destiny	Friday, 10:00-10:30 P.M.	83	Oct. '40—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon	Show Boat	Monday, 9:30-10:00 P.M.	70	Aug. '40-Apr. '41	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Big Ben	Renfro Valley Folks	Monday, 9:30-10:00 P.M.	14	Aug. '40-Apr. '41	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Wednesday, 8:30:9:00 P.M.; 11:30-12:00 Mid	84	May '40—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Uncle Walter's Dog House	Friday, 9:30-10:00 P.M.	84	May '41—	Russel M. Seeds Co., Chicago
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday, 8:00-8:15 P.M. PST	6	Jan. '39-Jan. '41	Tomaschke-Elliott, Oakland
Carnation Co., Milwaukee	Milk	Contented Hour	Monday, 10:00-10:30 P.M.	58	May '31—	Erwin Wasey & Co., Chicago
Geo. W. Caswell Co., San Francisco	Coffee	Concert Petite	Sunday, 11:15-11:30 A.M. PST	7	Apr. '41—	Botsford Constantine & Gardner San Francisco
Chamberlain Sales Corp., Des Moines	Hand Lotion	Lovely Lady Program	Sunday, 10:30-11:00 P.M.; 12:00-12:30 A.M.	37	Nov. '40-Mar. '41	L. W. Ramsey Co., Davenport, Ia.
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-8:30 P.M.	63	Oct. '40—	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Ellen Randolph	Mon.-Fri., 10:30-10:45 A.M.	48	Mar. '40-Apr. '41	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Ellen Randolph	Mon.-Fri., 10:15-10:30 A.M.	48	Apr. '41-Sept. '41	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Bachelor's Children	Mon.-Fri., 10:15-10:30 A.M.; 1:30-1:45 P.M.	62	Sept. '41—	Ted Bates, Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Bess Johnson	Mon.-Fri., 10:00-10:15 A.M.; 1:15-1:30 P.M.	62	Apr. '41—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Sports Newsreel	Saturday, 10:00-10:15 P.M.	65	Oct. '41—	Sherman & Marquette, Chicago
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 10:30-10:45 A.M.	35	Mar. '41-Sept. '41	Blackett-Sample-Hummert, Chicago
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Help Mate	Mon.-Fri, 10:30-10:45 A.M.	35	Sept. '41—	Blackett-Sample-Hummert, Chicago
Cummer Product Co., New York	Molle	Battle of Sexes	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	57	Sept. '38—	Young & Rubicam, N. Y.
E. I. DuPont de Nemours Co., Wilmington, Del.	Institutional	Cavalcade of America	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	56	Oct. '40—	BBDO., N. Y.
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid	82	Dec. '23—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Shampoo	Musical Tonic	Saturday, 10:45-11:00 A.M.	10	May '41-June '41	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Shampoo	Musical Tonic	Saturday, 10:15-10:30 A.M.	10	June '41-Oct. '41	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	117	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.

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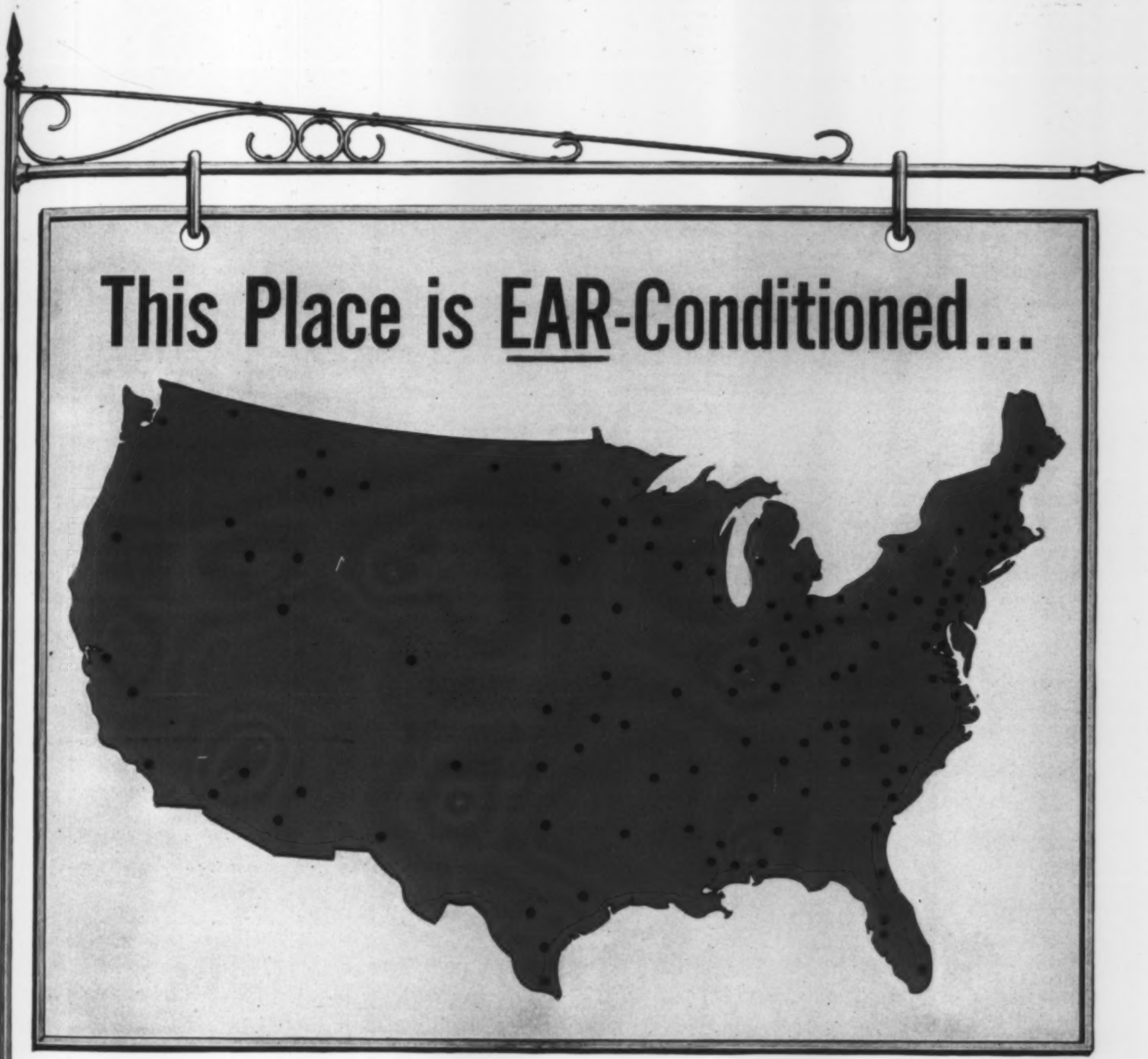
This Place is EAR-Conditioned...

FIFTEEN YEARS of leadership in radio coverage, in facilities-improvements, in preferred programs, have made the Red the All-America network. Whether you measure it clockwise, lengthwise or marketwise, you will always come out with the same answer. America is ear-conditioned to the NBC Red Network, the network they listened to first, the network they still listen to most.

NBC
Red
NETWORK
The Network MOST People Listen to MOST
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Advertisers Using NBC-Red Network During 1941

[Continued from Page 230]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 4:00-4:30 P.M. PST	5	Mar. '36-Apr. '41	Long Adv. Service, San Francisco
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 3:00-3:30 P.M. PST	5	Apr. '41-Sept. '41	Long Adv. Service, San Francisco
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	71	Sept. '39—	BBDO., N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	104	Oct. '40-June '41	Young & Rubicam, N. Y.
General Foods Corp., New York	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	112	Oct. '41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Jell-O	Reg'lar Fellas	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	104	Juy '41-Aug. '41	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	91	Sept. '40-July '41	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	91	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Jell-O Puddings	Aldrich Family	Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	82	July '40-July '41	Young & Rubicam, N. Y.
General Foods Corp., New York	Postum	Aldrich Family	Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	88	Aug. '41—	Young & Rubicam, N. Y.
General Food Corp., New York	Calumet & Swansdown	Home of the Brave	Mon.-Fri., 5:00-5:15 P.M.	72	Apr. '41-Sept. '41	Benton & Bowles, N. Y.
General Foods Corp., New York	Calumet & Swansdown	When a Girl Marries	Mon.-Fri., 5:00-5:15 P.M.	72	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Portia Faces Life	Mon.-Fri., 5:15-5:30 P.M.	83	Apr. '41—	Benton & Bowles, N.Y.
General Mills, Minneapolis	Corn Kix	Beat the Band	Sunday, 6:30-7:00 P.M.	28	Jan. '40-Feb. '41	Blackett-Sample-Hummert, Chica
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	18	Sept. '39-May '41	Knox Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:45-6:00 P.M.	18	June '41-Sept. '41	Knox Reeves, Minneapolis
General Mills, Minneapolis	Flour, Wheaties, Bisquick, Kix	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	34	May '38—	Blackett-Sample-Hummert, Chica Knox Reeves, Minneapolis
Grove Labs, St. Louis	Bromo-Quinine	Sherlock Holmes	Sunday, 10:30-11:00 P.M.	73	Oct. '41—	Russel M. Seeds, Chicago
Grove Labs, St. Louis	Bromo-Quinine	Reveille Roundup	Mon., Wed., Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 10:30-10:45 A.M.	87	Oct. '41—	Russel M. Seeds, Chicago
Hall Brothers, Kansas City	Greeting Cards	Tony Wons	Tues. & Thurs., 1:15-1:30 P.M.; Sunday, 4:15-4:30 P.M.	16	Oct. '40-Apr. '41	Henri, Hurst & McDonald, Chica
Hall Brothers, Kansas City	Greeting Cards	Tony Wons	Tues. & Thurs., 1:15-1:30 P.M.; Sunday, 4:15-4:30 P.M.	42	Oct. '41—	Henri, Hurst & McDonald, Chica
Hecker Products Corp., New York	Shinola	Lincoln Highway	Saturday, 10:00-10:30 A.M.; 12:00-12:30 P.M.	62	Mar. '40-Apr. '41	Benton & Bowles, N. Y.
Hecker Products Corp., New York	Shinola	Lincoln Highway	Saturday, 11:00-11:30 A.M.; 1:00-1:30 P.M.	76	May '41—	Benton & Bowles, N. Y.
Holland Furnace Co., Holland, Mich.	Furnaces	Housewarming	Thursday, 8:00-8:30 P.M.	32	July '41-Aug. 41	Ruthrauff & Ryan, Chicago
Geo. A. Hormel Co., Austin, Minn.	Spam	Burns & Allen	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	68	July '40-Mar. '41	BBDO,. Minneapolis
Illinois Central Railroad, Chicago	Travel	Camoes of New Orleans	Sunday, 3:30-3:45 P.M.	10	Nov. '40-Mar. '41	Caples Co., Chicago
Andrew Jergens Co., Cincinnati	Soaps & Cosmetics	Hollywood Playhouse	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	64	Oct. '39-Dec. '40	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Face Cream	Tony Martin	Wednesday, 8:00-8:15 P.M.; 11:00-11:15 P.M.	64	Jan. '41-June '41	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Face Powder	How Did You Meet?	Wednesday, 8:15-8:30 P.M.; 11:15-11:30 P.M.	64	Jan. '41-June '41	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Cream & Powder	Adventures of the Thin Man	Wednesday, 8:00-8:30 P.M.; Tuesday, 12:00-12:30 A.M.	76	July '41—	Lennen & Mitchell, N. Y.
S. C. Johnson & Son, Racine, Wis.	Floorwax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	86	Sept. '40-July '41	Needham, Louis & Brorby, Chica
S. C. Johnson & Son, Racine, Wis.	Floorwax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	128	Oct. '41—	Needham, Louis & Brorby, Chica
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Hap Hazard	Tuesday, 9:30-10:00 P.M.	86	July '41-Sept. '41	Needham, Louis & Brorby, Chica
Kraft Cheese Co., Chicago	Cheese & Salad Dressing	Music Hall	Thursday, 9:00-10:00 P.M.	89	July '40—	J. Walter Thompson Co., Chicago
Kraft Cheese Co., Chicago	Parkay	The Great Gildersleeve	Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M.	61	Aug. '41—	Needham, Louis & Brorby, Chica
Lever Bros. Co., Cambridge, Mass.	Swan Soap	Burns & Allen with Paul Whiteman	Tuesday, 7:30-8:00 P.M.; 9:00-9:30 P.M.	115	Oct. '41—	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Grand Central Station	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	65	Oct. '41—	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso & Spry	Saturday Vaudeville	Saturday, 11:30-12:00 Noon	12	July '41-Dec. '41	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest	Tuesday, 8:30-9:00 P.M.	69	June '40—	Stack-Goble Adv. Agcy., N. Y.
Lewis-Howe Co., St. Louis	Tums	Frank Fay	Thursday, 10:30-11:00 P.M.	77	Oct. '41—	Stack-Goble Adv. Agcy., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield	Fred Waring	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	106	June '39—	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Old Golds	Tommy Riggs & Betty Lou	Thursday, 9:30-10:00 P.M. PST	6	Apr. '41-Oct. '41	J. Walter Thompson Co., N. Y.
P. Lorillard Co., New York	Beech-nuts	Don't Be Personal	Friday, 8:30-9:00 P.M. PST	6	Oct. '41-Dec. '41	Lennen & Mitchell, N. Y.

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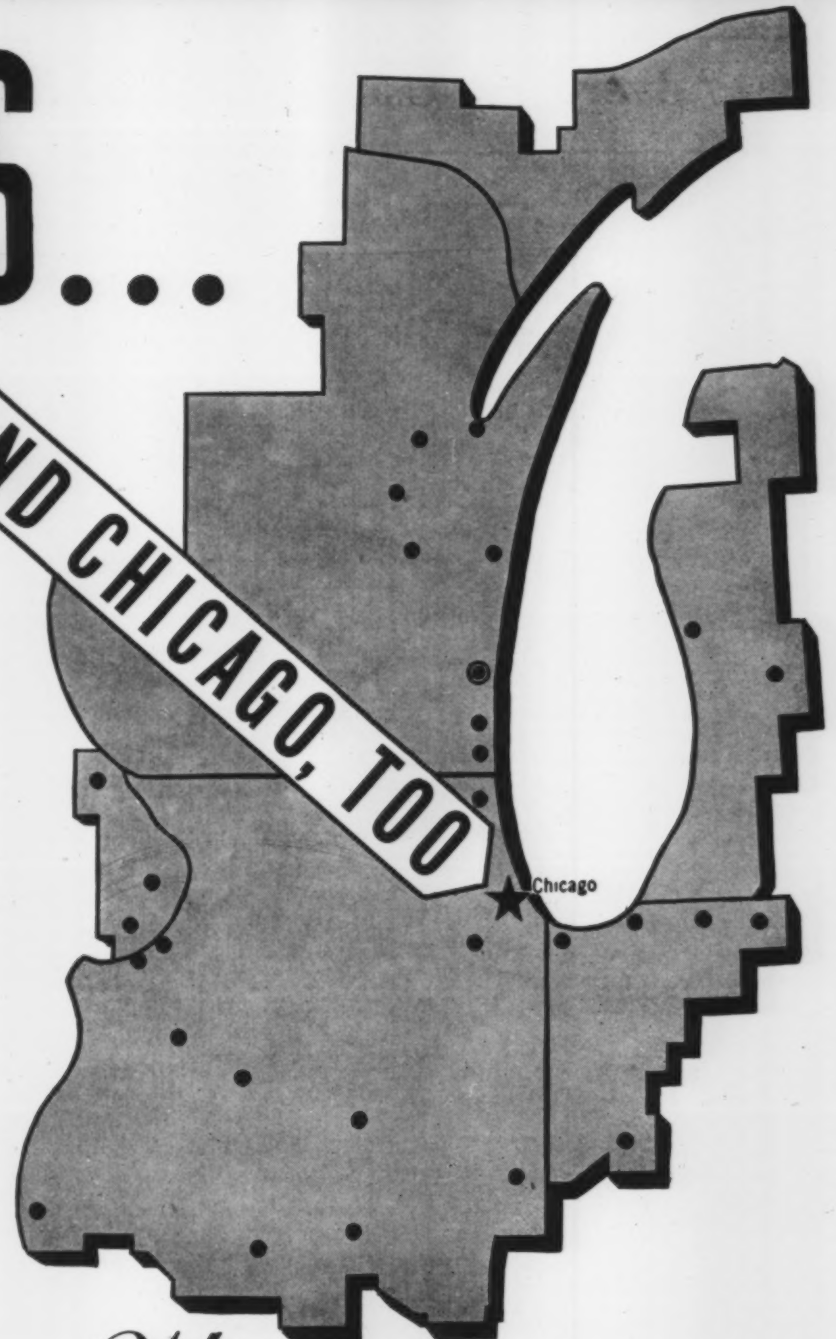
ALL THIS...

Green Bay, Wisconsin
Appleton, Wisconsin
Oshkosh, Wisconsin
Fond du Lac, Wisconsin
Sheboygan, Wisconsin
Muskegon, Michigan
Milwaukee, Wisconsin
Grand Rapids, Michigan
Madison, Wisconsin
Racine, Wisconsin
Kenosha, Wisconsin
Dubuque, Iowa
Waukegan, Illinois
Rockford, Illinois
Elgin, Illinois
Aurora, Illinois
Clinton, Iowa
Davenport, Iowa
Moline, Illinois
Rock Island, Illinois
Elkhart, Indiana
South Bend, Indiana
Michigan City, Indiana
Gary, Indiana
Joliet, Illinois
Galesburg, Illinois
Peoria, Illinois
Bloomington, Illinois
Lafayette, Indiana
Danville, Illinois
Quincy, Illinois
Decatur, Illinois
Springfield, Illinois

AND CHICAGO, TOO



When you use

WMAQ

Yes, sir, you have the attention of these 33 important trading centers in addition to Chicago when you use WMAQ.

A recent survey conducted for us by C. E. Hooper showed that people in the above-mentioned points listen more to WMAQ than to any other Chicago station.

If you would like to know what these 33 trading centers outside of Chicago covered by WMAQ mean to you – just call or write and the information will be sent promptly.

WMAQ — CHICAGO — SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

THE STATION MOST PEOPLE LISTEN TO MOST

Advertisers Using NBC-Red Network During 1941

[Continued from Page 232]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Mars Inc., Chicago	Candy	Doctor I. Q.	Monday, 9:00-9:30 P.M.	90	July '39—	Grant Adv. Inc., Chicago
Mars Inc., Chicago	Candy	Doctor I. Q. Jr.	Sunday, 6:30-7:00 P.M.	28	Mar. '41-Aug. '41	Grant Adv. Inc., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer & Vitamins	Lum & Abner	Mon., Tues., Thurs., Fri., 7:15-7:30 P.M. PST	7	May '41-Sept. '41	Wade Adv. Agcy., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer & Vitamins	Alec Templeton Time	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	33	Sept. '40-Apr. '41	Wade Adv. Agcy., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer & Vitamins	Lum & Abner	Mon., Tues., Thurs., Fri., 8:15-8:30 P.M. PST	6	Sept. '41—	Wade Adv. Agcy., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Mon.-Fri., 7:15-7:30 P.M.	32	Mar. '41—	Wade Adv. Agcy., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Saturday, 9:00-10:00 P.M.	65	June '40—	Wade Adv. Agcy., Chicago
Benjamin Moore Co., New York	Paint	Betty Moore	Saturday, 10:30-10:45 A.M.	39	Mar. '41-May '41	Direct
John Morrell & Co., Ottuwma, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:45-4:00 P.M.	52	Sept. '40-Mar. '41	Henri, Hurst & McDonald, Chicago
John Morrell & Co., Ottuwma, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:00-3:15 P.M.	55	Nov. '41—	Henri, Hurst & McDonald, Chicago
Philip Morris & Co., New York	Philip Morris	Johnnie Presents	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	98	Apr. '33—	Biow Co., N. Y.
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Bob Hope	Tuesday, 10:00-10:30 P.M.	64	Sept. '40-June '41	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Bob Hope	Tuesday, 10:00-10:30 P.M.	67	Sept. '41—	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Antiseptic	A Date with Judy	Tuesday, 10:00-10:30 P.M.	64	July '41-Sept. '41	Lord & Thomas, Chicago
Chas. H. Phillips Co., New York	Milk of Magnesia	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	52	June '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	52	Nov. '39—	Blackett-Sample-Hummert, N.
Chas. H. Phillips Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	61	Sept. '33—	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	75	June '36-Mar. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Guiding Light	Mon.-Fri., 3:30-3:45 P.M.	71	Mar. '41—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:30-11:45 A.M.	33	Nov. '39-Apr. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 10:45-11:00 A.M.	40	Apr. '41—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 3:45-4:00 P.M.	70	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dash	Road of Life	Mon.-Fri., 11:30-11:45 A.M.	5	Sept. '40-Apr. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 11:30-11:45 A.M.	11	July '40-Apr. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 5:15-5:30 P.M.	31	May '40-Apr. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 11:30-11:45 A.M.	23	Apr. '41—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Drene	Knickerbocker Playhouse	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	43	Sept. '40-June '41	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene & Teel	Knickerbocker Playhouse	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	38	Sept. '41—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Duz	Lone Journey	Mon.-Fri., 5:15-5:30 P.M.	14	Oct. '40-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Lone Journey	Mon.-Fri., 11:30-11:45 A.M.	14	Apr. '41-June '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	The Goldbergs	Mon.-Fri., 11:30-11:45 A.M.	43	June '41-Oct. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	The Bartons	Mon.-Fri., 11:30-11:45 A.M.	47	Oct. '41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	This Small Town	Mon.-Fri., 10:00-10:15 A.M.	14	Oct. '40-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	76	June '37-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Against the Storm	Mon.-Fri., 3:00-3:15 P.M.	79	Apr. '41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Against the Storm	Mon.-Fri., 11:15-11:30 A.M.	58	Oct. '39-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 12:15-12:30 P.M.	5	June '39-Dec. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 5:45-6:00 P.M.	44	Oct. '40-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Story of Mary Marlin	Mon.-Fri., 11:00-11:15 A.M.	64	Apr. '41—	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	62	Aug. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Lava Soap	House Boat Hannah	Mon.-Fri., 10:00-10:15 A.M.	19	Nov. '39-Apr. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Man I Married	Mon.-Fri., 11:00-11:15 A.M.	52	July '39-Apr. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Road of Life	Mon.-Fri., 10:45-11:00 A.M.	13	Apr. '41—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	81	Dec. 33—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co, Cincinnati	Oxydol	Everyman's Theatre	Friday, 9:30-10:00 P.M.	58	Oct. '40-Mar. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 10:45-11:00 A.M.	42	Nov. '39-Mar. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	Pepper Young's Family	Mon.-Fri., 11:15-11:30 A.M.	67	Mar. '41-Dec. '41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naptha	Right to Happiness	Mon.-Fri., 11:15-11:30 A.M.	67	Dec. '41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 5:30-5:45 P.M.	25	Sept. '40-Apr. '41	Compton Adv., N. Y.
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Tues., Thurs., Sat., 7:45-8:00 P.M.	39	May '40—	Leo Burnett Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Your Dream Has Come True	Sunday, 5:30-6:00 P.M.	38	Oct. '40-Apr. '41	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Quaker Oats	Girl Alone	Mon.-Fri., 5:00-5:15 P.M.	39	Sept. '39-Apr. '41	Ruthrauff & Ryan, Chicago

Advertisers Using NBC-Red Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Quaker Oats Co., Chicago	Quaker Oats	That Brewster Boy	Monday, 9:30-10:00 P.M.	51	Sept. '41—	Ruthrauff & Ryan, Chicago
Remington-Rand, New York	Typewriters	Newsroom of the Air	Wednesday, 7:15-7:30 P.M.	26	Oct. '40-Jan. '41	Franklin Bruck Adv., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Camel Caravan	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	52	July '40-Jan. '41	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Cugat-Rumba Revue	Thursday, 7:30-8:00 P.M; 10:00-10:30 P.M.	92	Jan. ,41—	Wm. Esty & Cc., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Uncle Ezra	Saturday, 10:00-10:30 P.M	77	July '40-June '41	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert	Grand Ole' Opry	Saturday, 10:30-11:00 P.M.	36	Oct. '39-June '41	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert	Grand Ole' Opry	Saturday, 10:00-10:30 P.M.	36	June '41-Sept. '41	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert	Grand Ole' Opry	Saturday, 10:30-11:00 P.M.	45	Sept. '41—	Wm. Esty & Co., N. Y.
Richfield Oil Co., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M. PST	10	Apr. '31—	Hixson-O'Donnell Co., Los Angeles
Sealtest, New York	Milk & Ice Cream	Rudy Vallee	Thursday, 10:00-11:30 P.M.	77	July '40—	McKee & Albright, Philadelphia
Sherwin Williams Co., Cleveland	Paint	Metropolitan Auditions of the Air	Sunday, 5:00-5:30 P.M.	54	Oct. '40-Mar. '41	Warwick & Legler, N. Y.
Sherwin Williams Co., Cleveland	Paint	Metropolitan Auditions of the Air	Sunday, 5:00-5:30 P.M.	60	Oct. '41—	Warwick & Legler, N. Y.
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 7:30-8:00 P.M. PST	14	Nov. '36-Apr. '41	Barton A. Stebbins, Los Angeles
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 8:30-9:00 P.M. PST	14	Apr. '41-Sept. '41	Barton A. Stebbins, Los Angeles
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 8:00-8:30 P.M. PST	15	Oct. '41—	Barton A. Stebbins, Los Angeles
Skelly Oil Co., Kansas City	Gas & Oil	Capt. E. D. C. Herne	Mon.-Fri., 8:00-8:15 A.M.	15	July '40-May '41	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Donald McGibeny	Mon.-Fri., 8:00-8:15 A.M.	15	June '41-Aug. '41	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Clifton Utley	Mon.-Fri., 8:00-8:15 A.M.	20	Aug. '41—	Henri, Hurst & McDonald, Chicago
Sperry Flour Co., San Francisco	Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PST	6	Jan. '40—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M. PST	8	May '38—	Westco Adv. Agency, San Francisco
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	75	Sept. '40-June '41	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Royal Deserts	What's My Name	Sunday, 8:00-8:30 P.M.	75	July '41-Aug. '41	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	82	Sept. '41—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Sunday, 8:30-9:00 P.M.	69	June '40—	J. Walter Thompson Co., N. Y.
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 10:15-10:30 A.M. PST	6	Sept. '39-Apr. '41	Botsford, Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 9:00-9:15 A.M. PST	6	May '41-Sept. '41	Botsford, Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 10:00-10:15 A.M. PST	6	Oct. '41—	Botsford, Constantine & Gardner, Portland
Union Oil Co., Los Angeles	Gas & Oil	Where & When	Monday, 8:30-9:00 P.M. PST	14	Apr. '40-Dec. '40	Lord & Thomas, Los Angeles
Union Oil Co., Los Angeles	Gas & Oil	Point Sublime	Monday, 8:30-9:00 P.M. PST	14	Dec. '40-Sept. '41	Lord & Thomas, Los Angeles
Union Oil Co., Los Angeles	Gas & Oil	Point Sublime	Wednesday, 8:00-8:30 P.M. PST	11	Oct. '41—	Lord & Thomas, Los Angeles
Vick Chemical Co., New York	Vatronol	Wake Up and Sing	Mon., Wed., Fri., 7:30-7:45 A.M. PST	10	Sept. '40-Mar. '41	Morse International, N. Y.
Vick Chemical Co., New York	Vick Products	How To Win $5,000	Sunday, 5:30-6:00 P.M.	74	Oct. '41-Nov. '41	Morse International, N. Y.
Vick Chemical Co., New York	Vick Products	The Nichols Family	Sunday, 5:30-6:00 P.M.	74	Nov. '41—	Morse International, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	38	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	59	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M. PST	6	Oct. '35-Apr. '41	Fitzgerald Adv. Agency, New Orleans
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M. PST	6	Sept. '41—	Fitzgerald Adv. Agency, New Orleans
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:00-9:30 P.M. PST	6	Apr. '41-Sept. '41	Fitzgerald Adv. Agency, New Orleans
Westinghouse Elec. & Mfg. Co., Pittsburgh	Electrical Equipment	Musical Americana	Thursday, 10:30-11:00 P.M.	86	Oct. '40-Jan. '41	Fuller & Smith & Ross, N. Y.

Again in the Twin Cities' Market
8 OF THE 10 TOP STARS
Chosen in Radio Daily's Nationwide Critics'
Poll Are Heard Exclusively Over

KSTP

Minneapolis—St. Paul
50,000 Watts—Clear Channel
Exclusive NBC Affiliate for the Twin Cities

Advertisers Using CBS Networks During 1941

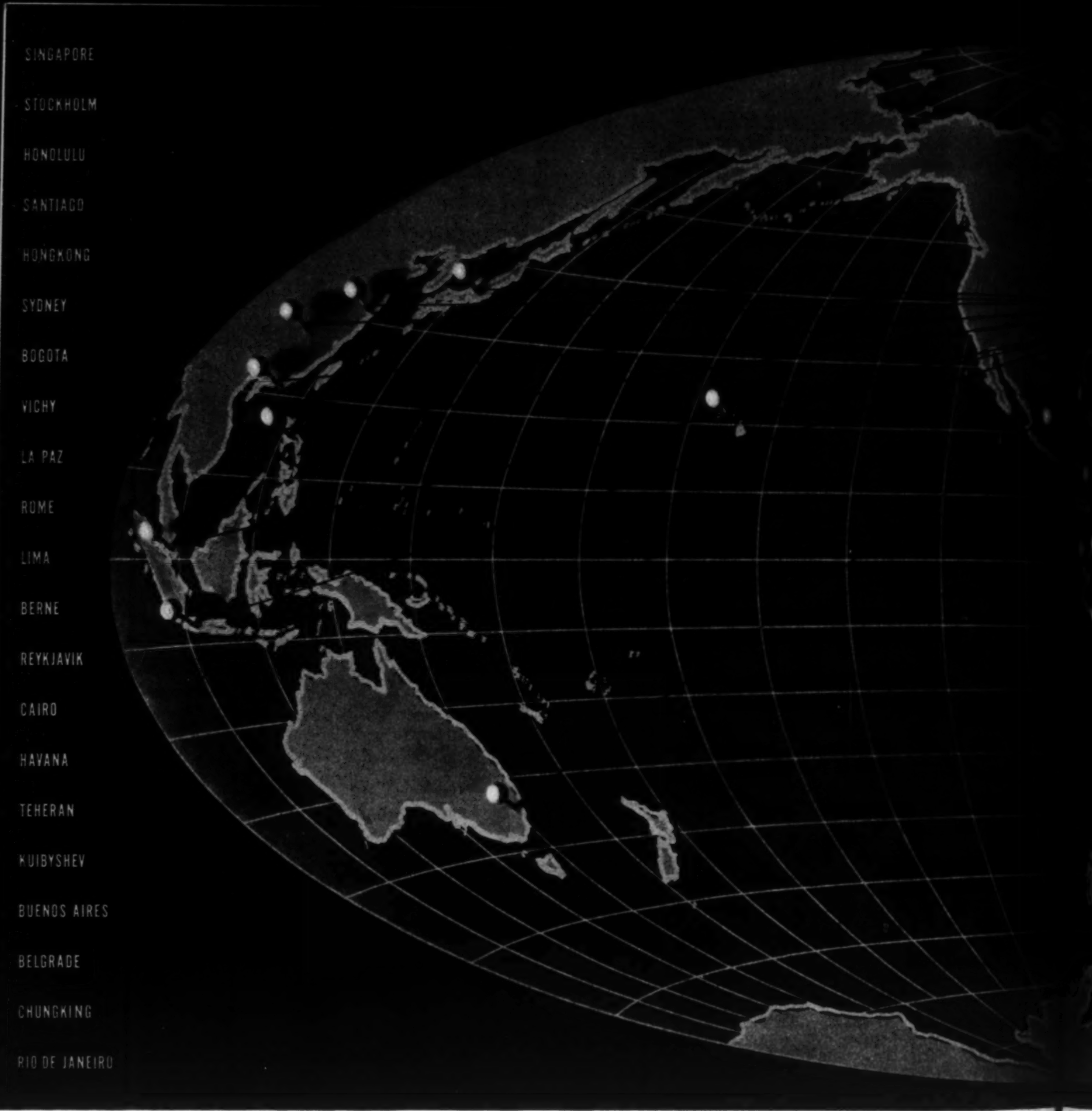
** Pacific Coast Stations Only* *** New England Stations Only* *Contract Dates Cover Only Those Contracts Effective in 1941*

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Brothers Milling Co., Seattle	Flapjack Flour	Who Dunnit	Thursday, 7:30-8:00 P.M. PST	7*	10/2/41—	Lord & Thomas, Los Angeles
American Chicle Co., Long Island City	Chewing Gum	Bill Henry—News	Wed. & Fri., 6:15-6:30 P.M. PST 4/29 Tues., Thurs., 9:30-9:45 P.M. PST 9/30 Tues., 7:45-8:00 P.M.; Thurs., 7:15-7:30 P.M. PST	7*	3/5/41—	Badger, Browning & Hersey, N. Y.
American Home Products Corp., Jersey City	Anacin	Our Gal, Sunday	Mon.-Fri., 12:45-1:00 P.M.	50	9/23/40—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Kolynos, Bisodol Edna W. Hopper Cosm.	Romance of Helen Trent	Mon.-Fri., 12:30-12:45 P.M.	36	9/23/40—	Blackett-Sample-Hummert, N. Y.
American Oil Co., Baltimore	Gas and Oil	Edwin C. Hill	Mon.-Fri., 6:05-6:15 P.M.; 3/24 Mon.-Fri., 6:00-6:10 P.M. 7/28 Mon., Wed., Fri., 6:00-6:10 P.M. 4/28-9/27 re. 11:00-11:10 P.M.	54	4/29/40—	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strikes	Your Hit Parade	Saturday, 9:00-9:45 P.M.; 12:00-12:45 A.M.	109	5/4/40—	Lord & Thomas, N. Y.
Armour & Co., Chicago	Treet	Treat-Time	Mon., Wed., Fri., 11:00-11:15 A.M.	50	2/24/41—	Lord & Thomas, Chicago
Armstrong Cork Co., Lancaster, Pa.	Quaker Rugs	Armstrong Theater of Today	Saturday, 12:00-12:30 P.M.	65	10/4/41—	BBDO., N. Y.
Art Metal Works, Newark	Ronson Lighter	Paul Sullivan	Friday, 6:30-6:45 P.M.; 1:00-1:15 A.M.	23	4/11/41-6/13/41	Cecil & Presbrey, N. Y.
Atlantic Refining Co., Philadelphia	Gas and Oil	Football Play-by-Play	Saturday, 2:00-4:30 P.M. Approx.	11**	9/27/41-11/29/41	N. W. Ayer & Son, N. Y.
Bathasweet Corp., New York	Bathasweet Products	Bob Garred—News	Tues., Thurs., 7:30-7:45 A.M. PST	5*	10/15/40—	H. M. Kiesewetter Adv. Agency, N. Y.
Bekins Van & Storage Co.	. . . .	Bill Henry, News Analyst	Mon., Wed., 5:30-5:45 P.M. PST 10/31 Mon., Wed., Fri., 5:30-5:45 P.M. PST	4*	9/29/41—	Brooks Adv. Agency, Los Angeles
Best Foods, New York	Nucoa, Hellman's	We, the Abbots	Mon.-Fri., 4:15-4:30 P.M.; 7:15-7:30 P.M.	54	10/7/40-5/30/41	Benton & Bowles, N. Y.
Bowey's Inc., Chicago	Dari-Rich Products	News & Rhythm	Sunday, 11:05-11:30 A.M.; 2:35-3:00 P.M. 2/23 Re. 1:35-2:00 P.M.	34	6/2/40-5/25/41	Sorensen & Co., Chicago
Bowey's Inc., Chicago	Dari-Rich Products	Stars Over Hollywood	Saturday, 12:30-1:00 P.M.; 1:30-2:00 P.M. 10/4 cancel repeat	45	5/31/41—	Sorensen & Co., Chicago
Breakfast Club Coffee, Los Angeles	Coffee	Rita Murray	Tues., Thurs., 7:45-8:00 A.M. PST 6/16 Mon., Wed., 9:45-10:00 A.M. PST 9/30 Tues., Thurs., 8:00-8:15 A.M. PST	3*	1/7/41—	Lockwood-Shackelford Adv. Agency, Los Angeles
Brown & Williamson Tobacco Corp., Louisville	Raleigh Cigarettes	Paul Sullivan	Mon.-Thurs., 6:30-6:45 P.M.; 1:00-1:15 A.M. 4/28 add re. 12:00-12:15 A.M.	32	9/23/40-9/18/41	BBDO., N. Y.
Cal. Fruit Growers Exchange, Los Angeles	Sunkist Fruits	8/11-9/1 Bill Henry's Calling Hedda Hopper's Hollywood	Mon., Wed., Fri., 6:15-6:30 P.M.	40	11/6/40—	Lord & Thomas, Los Angeles
Campana Sales Corp., Batavia, Ill.	Campana Balm, DDD Dreskin, Coolies	First Nighter	Tuesday, 8:30-8:55 P.M. 9/19 Friday 9:30-9:55 P.M.	53	9/3/40—	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden	Franco-American Spaghetti & Macaroni	Lanny Ross	Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	57	4/1/40—	Ruthrauff & Ryan, N. Y.
Campbell Soup Co., Camden	Soups, Tomato Juice, Baked Beans	Amos 'n 'Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	61	4/1/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice Baked Beans	Campbell Playhouse	Friday, 9:30-10:00 P.M.	66	11/29/40-6/13/41	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	7/7-8/1 You're the Expert Fletcher Wiley	Mon.-Fri., 2:30-2:45 P.M.	35	4/29/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	Charlie & Jessie	Mon., Wed., Fri., 11:00-11:15 A.M.; 1:45-2:00 P.M.	53	12/13/40-1/17/41	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice Baked Beans	Martha Webster 7/21 The Man I Married	Mon.-Fri., 11:15-11:30 A.M.; 3:00-3:15 P.M.	57	9/9/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice	The Arkansas Traveler—Bob Burns	Tuesday, 8:30-8:55 P.M.; 12:30-12:55 A.M.	64	9/16/41—	Ruthrauff & Ryan, N. Y.
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Wednesday, 8:30-8:55 P.M.; 11/30-11:55 P.M.	64	10/30/40—	McCann-Erickson, N. Y.
Chrysler Corp., Detroit	Chrysler, Dodge, DeSoto, Plymouth	6/12-8/27 Morton Gould Hour Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.	84	9/12/40—	Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit	Chrysler Fluid-Drive	Elmer Davis & the News	Mon., Wed., Thurs., Sat., 8:55-9:00 P.M.	96	3/3/41-4/5/41	Lee Anderson Adv. Co., Detroit
Coca-Cola Co., Atlanta	Coca-Cola	Pause that Refreshes on the Air—Andre Kostelanetz	Sunday, 4:30-5:00 P.M. 4/6 Sunday, 4:30-5:15 P.M. 6/29 Sunday, 8:00-8:30 P.M. 9/28 Sunday, 4:30-5:00 P.M.	115	12/1/40—	D'Arcy Adv. Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Colgate Toothpowder	Stepmother	Mon.-Fri., 10:30-10:45 A.M.; 4:45-5:00 P.M. 9/29 re. 4:00-4:15 P.M.	53	12/30/40—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Cashmere Bouquet, Halo	Wayne King Orchestra	Saturday, 8:30-8:55 P.M.	67	10/5/40-1/25/41	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	City Desk 10/4 Hobby Lobby	Thursday, 8:30-8:55 P.M.; 12:00-12:25 A.M. 7/5 Saturday, 8:30-8:55 P.M.; 11:30 11:55 P.M.	68	1/2/41—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Colgate-Ask-It-Basket 4/17 Colgate Spotlight 8/2 Guy Lombardo Orchestra	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid 7/5 Saturday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	72	8/15/40—	Ted Bates Inc., N. Y.

(Continued on Page 241)

This is London...Ankara...Singapore...

XUM


SINGAPORE
STOCKHOLM
HONOLULU
SANTIAGO
HONGKONG
SYDNEY
BOGOTA
VICHY
LA PAZ
ROME
LIMA
BERNE
REYKJAVIK
CAIRO
HAVANA
TEHERAN
KUIBYSHEV
BUENOS AIRES
BELGRADE
CHUNGKING
RIO DE JANEIRO

Through Studio 9 flows the news of the world

Center of a newsgathering organization whose outposts span the meridians, Studio 9 never sleeps. Day and night, over the CBS network, it reports the news to all America —the news that heartens when it is good, that renews determination when it is bad.

XUM

SHANGHAI
MOSCOW
MONTREAL
ANKARA
GUAYAQUIL
BATAVIA
ASCUNCION
BUDAPEST
LONDON
BERLIN
QUITO
SOFIA
TOKYO
DUBLIN
ATHENS
CARACAS
MANILA
MONTEVIDEO
PANAMA CITY
BUCHAREST
MEXICO CITY

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d.

From Ankara to Sydney, from Buenos Aires to Moscow, from San Francisco to Singapore, CBS reporters are *there* when it happens. From 56 foreign cities in 1941, CBS broadcast a thousand first hand accounts of world developments. And today, at strategic news points all over the world, CBS men are telling their stories into distant microphones, or reporting their news to general headquarters back in New York.

CBS

XUM

In twenty-one languages...

the CBS "listening post" plucks from the air the news of the world—news in Japanese, German, Italian, Spanish, Portuguese and Russian and fifteen others. Wherever and whenever news is being made, it is heard and recorded at the CBS listening post.

Out of radio has been born this kind of journalism unknown to past wars. And under the direction of one of the world's great editors, CBS has played an important role—perhaps the major one—in bringing radio journalism to maturity. CBS news men have been called the greatest reporters of our time. Davis, Murrow, Shirer, Brown, Trout, Daly—are names well in the forefront among radio's newsmen. And through them—CBS upholds its now traditional standing as the prime radio news source for the American people.

The Columbia Broadcasting System

Advertisers Using CBS Networks During 1941

[Continued from Page 236]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Colgate-Palmolive-Peet Co., Jersey City	Crystal White	Woman of Courage	Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M.	22	1/6/41—	Sherman & Marquette, Chicago 10/27 Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Octagon Products	Woman of Courage	Mon.-Fri., 10:45-11:00 A.M.	39	12/30/40—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Hilltop House 3/31 Story of Bess Johnson	Mon.-Fri., 4:30-4:45 P.M.	81	12/30/40-6/27/41	Ward Wheelock Co., Philadelphia
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt and Marge	Mon.-Fri., 10:15-10:30 A.M.; 4:15-4:30 P.M.	79	12/30/40—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	8/21-9/3 William Shirer Elmer Davis and the News	Tues.-Sun., 8:55-9:00 P.M.	90	6/1/41-12/6/41	Ward Wheelock Co., Philadelphia
Colonial Dames, Hollywood	Cosmetics	Find the Women	Friday, 9:55-10:00 P.M. PST; 4/28 Friday, 8:55-9:00 P.M. PST; 7/6 Sunday, 7:25-7:30 P.M. PST; 10/3 Friday, 9:55-10:00 P.M. PST	7*	12/20/40—	Glasser, Gailey & Co., Los Angeles
Commercial Credit Co., Baltimore	Auto Finance Service	Bob Trout—News	Mon., Wed., Fri., 6:00-6:05 P.M.; 11:00-11:05 P.M.; 11:55-12:00 Mid; 3/24 Mon., Wed., Fri., 6:10-6:15 P.M.; 11:10-11:15; 11:55-12:00 Mid	61	3/25/40-9/20/41	O'Dea, Sheldon & Canaday, N. Y.
Continental Baking Co., New York	Wonder Bread	Marriage Club 8/14 Maudie's Diary	Saturday, 8:00-8:30 P.M.; 11:00-11:30 P.M. 7/3 Thursday, 7:30-8:00 P.M.; 11:30-12:00 Mid	46	12/7/40—	Ted Bates Inc., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 9:45-10:00 A.M.	18	9/23/40-3/21/41	Blackett-Sample-Hummert Inc. Chicago
Curtiss Candy Co., Chicago	Candy	Jackson Wheeler—News	Sat., Sun., 11:00-11:05 A.M.	39	1/4/41—	C. L. Miller Co., N. Y.
Eagle Oil & Refining Co., Santa Fe Springs, Cal.	Golden Eagle Gas	The World Today	Sunday, 11:30-12:00 Noon PST	34	11/9/41—	General Adv. Agency, Los Angeles
Elgin National Watch Co., Elgin, Ill.	Watches	Shirley Temple Time	Friday, 10:00-10:30 P.M.	75	12/5/41-12/26/41	Wm. Esty & Co., N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop	Monday, 8:00-8:30 P.M.	74	8/4/41—	Ruthrauff & Ryan, N. Y.
Eversharp Inc., Chicago	Pens & Pencils	Take It or Leave It	Sunday, 10:00-10:30 P.M.	73	9/22/40—	Biow Co., N. Y.
Florida Citrus Commission, Lakeland, Fla.	Citrus Fruits	Mary Margaret McBride	Mon. Fri., 3:00-3:15 P.M.	25-20	10/7/40-7/4/41	Arthur Kudner, N. Y.
Ford Motor Co., Dearborn	Ford, Lincoln, Lincoln Zephyr	5/18-9/21 Summer Hour Ford Sunday Evening Hour	Sunday, 9:00-10:00 P.M.	56	9/8/40—	McCann-Erickson, N. Y.
Gallenkamp Stores Co., San Francisco	Shoes	Here's the Clue	Thursday, 6:45-6:50 P.M. PST 7/11 Friday, 8:45-9:00 P.M. PST	5*	5/22/41-8/14/41	Long Adv. Service, San Francisco
General Foods Corp., New York	Maxwell House Coffee	Kate Hopkins	Mon.-Fri., 4:45-5:00 P.M.; 3:30-3:45 P.M. 4/28 Mon.-Fri., 2:45-3:00 P.M.	51	10/7/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Bran Flakes 1/20 Post Toasties	Young Dr. Malone	Mon.-Fri., 2:00-2:15 P.M.; 6:00-6:15 P.M. 6/2 re. 7:15-7:30 P.M.	85	4/29/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties 1/20 Post Br Flakes	Portia Faces Life	Mon.-Fri., 4:00-4:15 P.M. 2/17 re. 12:15-12:30 P.M.	83	10/7/40-4/25/41	Benton & Bowles, N. Y.
General Foods Corp., New York	6/30 Baker's Choc. Postum 12/29 Jell-O	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PST 4/28 9/26 Mon.-Fri., 3:00-3:15 P.M. PST	6*	11/11/40—	Young & Rubicam, N. Y. 6/30 Benton & Bowles, N. Y. 12/29 Young & Rubicam, N. Y.
General Foods Corp., New York	7/1-9/9 Grapenuts, Sanka Coffee	We, the People	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	68	9/3/40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	Kate Smith Hour	Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.	91	9/20/40-6/27/41 10/3/41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	Claudia and David	Friday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	87	7/4/41-9/26/41	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka Coffee	William L. Shirer	Sunday, 5:45-6:00 P.M.	67	10/5/41—	Young & Rubicam, N. Y.
General Foods Corp., New York	LaFrance, Satina Tapioca, Postum	Joyce Jordan, Girl Interne	Mon.-Fri., 2:15-2:30 P.M.; 6:30-6:45 P.M. 9/29 re. 6:00-6:15 P.M.	75	9/30/40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown, Calumet	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	79-57	9/30/40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Diamond Salt	Kate Smith Speaks	Tues., Thurs., 12:00-12:15 P.M.	22	10/1/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Swansdown, Calumet	My Son and I 1/6 Home of the Brave	Mon.-Fri., 2:45-3:00 P.M.	79	9/30/40-4/25/41	Young & Rubicam, N. Y.
General Mills, Minneapolis	Wheaties	By Kathleen Norris	Mon.-Fri., 10:00-10:15 A.M.; 11:45-12:00 Noon 3/21 cancel repeat 9/29 Mon.-Fri., 9:45-10:00 A.M.	30	9/30/40-10/3/41	Knox Reeves Adv., Minneapolis
General Mills, Minneapolis	Wheaties	Stories America Loves	Mon.-Fri., 9:45-10:00 A.M.; 11:45-12:00 Noon	39	10/6/41—	Knox Reeves Adv., Minneapolis
General Mills, Minneapolis	Gold Medal Flour	Hymns of All Churches	Mon., Tues., Thurs., 9:45-10:00 A.M.; 11:45-12:00 Noon 4/28 re. 5:00-5:15 P.M. 9/29 Mon., Tues., Thurs., 10:00-10:15; 11:30-11:45 A.M.	40	3/24/41—	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Bisquick	Betty Crocker	Wed., Fri., 9:45-10:00 A.M.; 11:45-12:00 Noon 4/28 re. 5:00-5:15 P.M. 9/29 Wed., Fri., 10:00-10:15; 11:30-11:45 A.M.	40	3/24/41—	Blackett-Sample-Hummert, Chicago
General Motors Corp., Detroit	Institutional	Inland Children's Chorus	Wednesday, 10:15-10:30 P.M.	26	12/24/41 Only	Arthur Kudner Inc., N. Y.

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XUM

Advertisers Using CBS Networks During 1941

[Continued from Page 241]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Petroleum Corp., Los Angeles	Gas and Oil	I Was There	Sunday, 9:00-9:30 P.M. PST 9/28 Sunday, 8:30-9:00 P.M. PST	8*	4/27/41—	Smith & Drum, Los Angeles
General Petroleum Corp., Los Angeles	Gas and Oil	Football Forecast	Wednesday, 6:15-6:30 P.M. PST	8*	9/17/41-12/10/41	Smith & Drum, Los Angeles
Gillette Safety Razor Co., Boston	Razors, Blades	Orange Bowl Football Game	Wednesday, 2:00-4:30 P.M. Approx.	75	1/1/41 Only	Maxon Inc., Detroit
Gillette Safety Razor Co., Boston	Razors, Blades	Kentucky Derby	Saturday, 6:30-7:00 P.M.	101	5/3/41 Only	Maxon Inc., Detroit
Gillette Safety Razor Co., Boston	Razors, Blades	Elmer Davis and the News	Tues., Fri., 8:55-9:00 P.M. Re. Tues., Thurs., 10:45-10:50 P.M.	57	5/10/40-5/6/41	Maxon Inc., Detroit
Gulf Oil Corp., Pittsburgh	Gas and Oil	4/27-9/21 World News Tonight Screen Guild Theater	Sunday, 7:30-8:00 P.M.	80	2/18/40—	Young & Rubicam, N. Y.
Richard Hudnut, New York	Marvelous Cosmetics	Hollywood Showcase	Tuesday, 9:30-10:00 P.M. PST 4/29 Tuesday, 8:30-9:00 P.M. PST 9/15 Monday, 9:30-10:00 P.M. PST	7*	4/1/41—	Benton & Bowles, N. Y.
International Cellucotton Products Co., Chicago	Kleenex	Ginny Simms	Friday, 9:55-10:00 P.M.	53	9/19/41—	Lord & Thomas, Chicago
International Silver Co., Meriden, Conn.	Sterling & 1847 Rogers Bros. Silver	4/27-9/28 Summer Show Silver Theater	Sunday, 6:00-6:30 P.M.	56–26	1/5/41—	Young & Rubicam, N. Y.
Johns Manville Corp., New York	Insulation	Frazier Hunt—News	Mon.-Fri., 6:10-6:15 P.M.	24	9/29/41—	J. Walter Thompson Co., N. Y.
Johns-Manville Corp., New York	Insulation	Elmer Davis and the News	Mon.-Fri., 8:55-9:00 P.M.	56	12/29/41—	J. Walter Thompson Co., N. Y.
Johnson & Johnson, New Brunswick, N. J.	Band Aid	Voice of Broadway	Saturday, 11:30-11:45 A.M.; 2:30-2:45 P.M. 10/4 re. 1:30-1:45 P.M.	58	4/5/41—	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick, N. J.	Band Aid	Voice of Broadway	Tuesday, 6:15-6:30 P.M.	65	8/19/41—	Young & Rubicam, N. Y.
Knox Gelatine Co., Johnstown, N. Y.	Sparkling Gelatine	Bob Garred—News	Tues., Thurs., 7:50-8:00 P.M.; Saturday, 7:45-8:00 P.M. PST 4/29 Tues., Thurs., 6:50-7:00 P.M.; Saturday, 6:45-7:00 P.M. PST 5/20 Tues., Thurs., 6:50-7:00 P.M. PST	3*	2/18/41-8/14/41	Kenyon & Eckhardt, N. Y.
Lady Esther Co., Chicago	Cosmetics	Guy Lombardo Orchestra 8/4 Freddie Martin Orchestra 9/15 Orson Welles	Monday, 10:00-10:30 P.M.	63	2/19/40—	Pedlar & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	7/9-10/1 Grand Central Station Big Town	Wednesday, 8:00-8:30 P.M.; 9:30-10:00 P.M. 7/2 re. 12:00-12:30 A.M.	53–72	7/10/40—	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Lifebuoy	Meet Mr. Meek	Wednesday, 7:30-8:00 P.M.; 10:30-11:00 P.M. 5/28 cancel repeat	59	7/10/40-8/20/41 10/8/41—	William Esty & Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lifebuoy	Hollywood Premiere	Friday, 10:00-10:30 P.M. 6/20-9/12 Friday, 9:30-10:00 P.M.	71	3/28/41-11/28/41	William Esty & Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Soap & Flakes	Lux Radio Theater	Monday, 9:00-10:00 P.M.	68	1/6/41-7/7/41 9/8/41—	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Silver Dust	Bright Horizon	Mon.-Fri., 11:30-11:45 A.M.	24	8/25/41—	BBDO., N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M.; 2:00-2:15 P.M. 8/25 Mon.-Fri., 12:15-12:30 P.M.	73	7/1/40—	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Spry	Aunt Jenny	Mon.-Fri., 11:45-12:00 Noon; 2:15-2:30 P.M.	62	7/1/40—	Ruthrauff & Ryan, N. Y.
Libbey-Owens-Ford Glass Co., Toledo	Building Materials	Design for Happiness	Sunday, 5:00-5:30 P.M.	80	9/29/40-3/23/41	U. S. Adv. Corp., Toledo 2/9 Fuller & Smith & Ross, Cleveland
Liggett & Myers Tobacco Co., New York	Chesterfields	Glenn Miller Orchestra	Tues., Wed., Thurs., 10:00-10:15 P.M.	99	12/31/40—	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Velvet Tobacco	Professor Quiz	Tuesday, 9:30-10:00 P.M. 4/3 Thursday 10:15-10:45 P.M.	69	10/1/40-9/25/41	Newell-Emmett Co., N. Y.
Thomas J. Lipton Inc., Hoboken	Tea and Tea Bags	Helen Hayes Theater	Sunday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	79	9/29/40-6/22/41 10/5/41—	Young & Rubicam, N. Y.
Thomas J. Lipton Inc., Hoboken	Tea and Continental Soup	Bright Horizon	Mon.-Fri., 2:00-2:15 P.M.	10*	8/25/41—	Young & Rubicam, N. Y.
P. Lorillard Co., New York	Beechnut Cigarettes	Don't Be Personal	Sunday, 8:30-9:00 P.M. PST	6*	7/6/41-9/28/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't Be Personal	Sunday, 9:30-10:00 P.M. PST 4/27 Sunday, 8:30-9:00 P.M. PST	6*	4/6/41-6/29/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Talk Your Way Out Don't Be Personal (alter.)	Wed., Fri., 6:00-6:15 P.M. PST	7*	1/8/41-4/4/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Old Golds	Texas Rangers	Wed., Fri., 6:00-6:15 P.M. PST	8*	10/9/40-1/3/41	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	White King Soap	Knox Manning	Mon.-Fri., 12:45-1:00 P.M. PST 1/6 Mon.-Fri., 2:30-2:45 P.M. PST 4/28 Mon.-Fri., 7:30-7:45 A.M.; 4:00-4:15 P.M. PST 6/2 re. 2:00-2:15 P.M. 9/29 Mon.-Fri., 12:15-12:30 P.M. PST	15*	12/30/40—	Raymond R. Morgan Co., Los Angeles
Luden's Inc., Reading, Pa.	Menthol Cough Drops	Elmer Davis and the News	Tues., Fri., 5:55-6:00 P.M. PST	7*	10/15/40-2/28/41	J. M. Mathes Inc., N. Y.
Luden's Inc., Reading, Pa.	Menthol Cough Drops	Dave Lane, Songs	Tuesday, 9:55-10:00 P.M. PST Thursday, 9:25-9:30 P.M. PST	3*	11/4/41—	J. M. Mathes Inc., N. Y.
Luxor Ltd., Chicago	Luxor Toiletries	Wayne King Orchestra	Saturday, 7:30-8:00 P.M.	35	2/22/41—	Lord & Thomas, Chicago
Macfadden Publications, New York	Liberty	Bob Garred—News	Mon., Wed., Fri., 7:30-7:45 A.M. PST	5*	8/13/41—	Erwin, Wasey & Co., N. Y.

Advertisers Using CBS Networks During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Macfadden Publications, New York	Liberty	Paul Sullivan	Tues., Thurs., 6:00-6:10 P.M.	18	11/18/41—	Erwin, Wasey & Co., N. Y.
Magazine Repeating Razor Co., New York	Shick Razor, Blades	Duffy's Tavern	Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M. 9/18 Thursday, 8:30-8:55 P.M.; 12:00-12:25 A.M.	61	3/1/41-6/14/41 9/18/41—	J. M. Mathes Inc., N. Y.
Mennen Co., Newark	Shaving and Toilet Articles	Colonel Stoopnagle	Sunday, 5:30-6:00 P.M.	46	9/29/40-3/23/41	H. M. Kiesewetter Adv. Agency, N. Y.
Mennen Co., Newark	Shaving and Toilet Articles	Bob Garred—News	Mon., Wed., Fri., 7:30-7:45 A.M. PST	5*	7/15/40-8/11/41	H. M. Kiesewetter Adv. Agency, N. Y.
C. F. Mueller Co., Jersey City	Macaroni Products	Mark Hawley—News	Wed., Thurs., Fri., 4:45-5:00 P.M.	11	11/12/41—	Maxon Inc., N. Y.
National Lead Co., San Francisco	Paints	Answer Auction	Thursday, 9:30-10:00 P.M. PST 5/1 Thursday, 8:30-9:00 P.M. PST 6/15 Sunday, 7:30-8:00 P.M. PST	8*	2/20/41-9/7/41	Erwin, Wasey & Co., San Francisco
Nestle's Milk Products, New York	Alpine Coffee	Bob Garred—News	Tuesday, 5:45-5:55 P.M. PST	4*	9/30/41-12/23/41	Leon Livingston, San Francisco
Nestle's Milk Products, New York	Alpine Coffee	William Winter—News Analyst	Saturday, 7:45-8:00 A.M. PST	4*	9/13/41-12/6/41	Leon Livingston, San Francisco
Pacific Coast Borax Co., New York	Borax, Boraxo, Borax Flakes	Death Valley Days	Thursday, 8:00-8:30 P.M.; 12:30-1:00 A.M.	58	7/3/41—	McCann-Erickson, N. Y
Peter Paul Inc., Oakland	Candy	Bob Garred—News	Mon., Wed., Fri., 5:45-5:55 P.M. PST 4/28-9/26 Mon., Wed., Fri., 4:45-4:55 P.M. PST	5*	7/15/40—	Brisacher, Davis & Staff, San Francisco
Penn Tobacco Co., Wilkes-Barre	Kentucky Club Tobacco	Vox Pop	Thursday, 7:30-8:00 P.M.	42	10/3/40-6/26/41	Ruthrauff & Ryan, N. Y. 3/27 H. M. Kiesewetter Adv. Agency, N. Y.
Pet Milk Sales Co., St. Louis	Pet Evaporated Milk	Saturday Night Serenade	Saturday, 9:45-10:15 P.M.	55	9/28/40—	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	Pet Evaporated Milk	Mary Lee Taylor	Tues., Thurs., 11:00-11:15 A.M.; 1:45-2:00 P.M.	64	10/29/40—	Gardner Adv. Co., St. Louis
Philip Morris & Co., New York	Philip Morris Cigarettes	Johnny Presents . . . 3/21 Great Moments from Great Plays 8/15 Philip Morris Playhouse	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	93	2/9/40—	Biow Co., N. Y.
Philip Morris & Co., New York	Philip Morris Cigarettes	Crime Doctor	Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M.	68	5/5/40—	Biow Co., N. Y.

(Continued on Page 244)

WJRD

TUSCALOOSA

245,095 Primary Area

A Sweet Combination in ALABAMA

WJLD

BESSEMER

459,930 Primary Area

A COMBINED PRIMARY OF 705,025 IN ALABAMA

YOUR "MUST" BUYS FOR ALABAMA SALES

JAMES R. DOSS, Jr., Owner, WJRD
J. ED. REYNOLDS, Manager

James R. Doss, Jr.

J. LESLIE DOSS, Owner
WJLD

DOSS BROADCASTING SERVICE

Advertisers Using CBS Networks During 1941

[Continued from Page 243

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Planters Nut & Chocolate Co., Wilkes-Barre	Peanuts & Peanut Oil	What's On Your Mind	Thursday, 7:15-7:45 P.M. PST 4/7 Monday, 9:30-10:00 P.M. PST 4/28 Monday, 8:30-9:00 P.M. PST 6/30 Monday, 8:00-8:30 P.M. 10/3 Friday, 6:00-6:30 P.M. PST	14*	10/3/40—	Raymond R. Morgan Co., Hollywood
Procter & Gamble Co., Cincinnati	Teel, Drene	Those We Love	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	70	9/16/40-6/23/41	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Ivory Snow	Mary Marlin	Mon.-Fri., 5:00-5:15 P.M.	20	7/1/41—	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Mary Marlin	Mon.-Fri., 5:00-5:15 P.M.	17	4/28/41-6/30/41	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 5:15-5:30 P.M. 4/28 Mon.-Fri., 5:30-5:45 P.M.	34	12/30/40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	4/28-9/1 Ivory Flakes Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 1:00-1:15 P.M.	48	12/30/40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Camay Soap	Woman in White	Mon.-Fri., 1:15-1:30 P.M.	34	9/30/40-4/25/41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Woman in White	Mon.-Fri., 1:15-1:30 P.M.	51	4/28/41—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	The Goldbergs	Mon.-Fri., 5:00-5:15 P.M.; 11:30-11:45 A.M.	21	12/30/40-4/25/41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	25	12/30/40—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Right to Happiness 12/29 Vic and Sade	Mon.-Fri., 1:30-1:45 P.M.	46	12/30/40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	The Goldbergs	Mon.-Fri., 5:15-5:30 P.M.	35	4/28/41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	The Goldbergs	Mon.-Fri., 5:15-5:30 P.M.	7	4/28/41—	Blackett-Sample-Hummert, Chicago
Prudential Insurance Co. of America, Newark	Insurance Services	When a Girl Marries	Mon.-Fri., 12:15-12:30 P.M.	50	12/16/40-8/22/41	Benton & Bowles, N. Y.
Prudential Insurance Co. of America, Newark	Insurance Services	Prudential Family Hour	Sunday, 5:00-5:45 P.M.	59	8/31/41—	Benton & Bowles, N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Al Pearce Program	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	100	5/3/40-5/30/41 10/3/41—	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Penthouse Party	Friday, 10:30-11:00 P.M. 6/20 Friday, 10:00-10:30 P.M. 9/19 Friday, 10:30-11:00 P.M.	97	6/6/41-9/26/41	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Blondie	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	80	9/30/40—	Wm. Esty & Co., N. Y.
Seaside Oil Co., Los Angeles	Gas and Oil	Speeling Beeliner	Sunday, 5:30-5:55 P.M. PST 4/27 Sunday, 4:30-4:55 P.M. PST	6*	4/13/41—	McCarty Co., Los Angeles
Shell Oil Co., San Francisco	Gas and Oil	Shell Goes to the Party	Thursday, 9:15-9:45 P.M. PST	9*	8/7/41-8/21/41	J. Walter Thompson Co., San Francisco
Smith Brothers, Poughkeepsie	Cough Drops	Knox Manning and the News	Mon., Wed., Sat., 8:55-9:00 P.M. PST	5*	11/3/41—	J. D. Tarcher & Co., N. Y.
Smith Brothers, Poughkeepsie	Cough Drops	William Winter, News Analyst	Sunday, 8:25-8:30 P.M. PST	5*	11/9/41—	J. D. Tarcher & Co., N. Y.
Smith Brothers, Poughkeepsie	Cough Drops	News	Sunday, 8:25-8:30 P.M. PST Mon., Tues., 9:30-9:35 P.M. PST Thursday, 9:25-9:30 P.M. PST	5*	11/17/40-2/27/41	J. D. Tarcher & Co., N. Y.
Alexander Smith & Sons Carpet Co., Yonkers, N. Y.	Rugs & Carpets	The New England Home	Mon., Wed., Fri., 3:30-3:45 P.M.	6**	2/10/41-5/9/41	Anderson, Davis & Platte, N. Y.
Soil Off Mfg. Co., Glendale, Cal.	Cleaning Fluid for Walls & Woodwork	Bob Garred—News	Saturday, 7:30-7:45 A.M. PST Thursday, 5:45-5:55 P.M. PST 5/1-9/25 Thursday, 4:45-4:55 P.M. PST 10/25 Thursday Only	6*	2/6/41—	Hillman-Shane Adv. Agency, Los Angeles
E. R. Squibb & Sons, New York	All Products	Golden Treasury of Song 12/8 Frank Parker, Songs	Mon.-Fri., 3:15-3:30 P.M. 9/29 Mon., Wed., Fri., 6:30-6:45 P.M.	34-49	12/30/40—	Geyer, Cornell & Newell, N. Y.
Sterling Products, Wheeling	Bayer Aspirin	Second Husband	Tuesday, 7:30-8:00 P.M.	76	7/30/40—	Blackett-Sample-Hummert, N. Y.
Sterling Products, Wheeling	Ironized Yeast	Are You a Missing Heir?	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	74	1/7/41—	Ruthrauff & Ryan, N. Y.
Sterling Products, Wheeling	Ironized Yeast	A Helping Hand	Mon.-Fri., 3:15-3:30 P.M. 10/27 Mon.-Fri., 3:00-3:15 P.M.	4	10/13/41—	Ruthrauff & Ryan, N. Y.
Tayton Co., Los Angeles	Cosmetics	Jimmy Fidler	Friday, 8:30-8:45 P.M. PST	6*	7/11/41-8/15/41	BBDO., Hollywood
Texas Co., New York	Texaco Products	Fred Allen	Wednesday, 9:00-10:00 P.M.; 12:00-1:00 A.M.	85	10/2/40-6/25/41 10/1/41—	Buchanan & Co., N. Y.
Texas Co., New York	U. S. Defense Bonds	Millions for Defense	Wednesday, 9:00-10:00 P.M.	86	7/2/41-9/24/41	Buchanan & Co., N. Y.
Travel & Publicity Bureau of Ont. Govt., Toronto	Travel Service	Ontario Show	Sunday, 5:30-6:00 P.M.	52	4/20/41-7/13/41	Walsh Adv. Co., Toronto
U. S. Tobacco Co., New York	Model Tobacco	Pipe Smoking Time 2/24 Gay Nineties Revue	Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	62	5/27/40—	Arthur Kudner, N. Y.
Union Oil Co., Los Angeles	Gas and Oil	Nelson Pringle—News Analyst	Mon.-Fri., 7:45-8:00 A.M. PST	3*	7/7/41—	Lord & Thomas, Los Angeles
Vick Chemical Co., New York	Vaporub, Vatronol	News for Women	Mon., Wed., Fri., 3:00-3:15 P.M. 10/27 Mon.-Fri., 3:15-3:30 P.M.	14-5	7/28/41—	Morse International, N. Y.
Vultee Aircraft Corp., Los Angeles	....	Mass Delivery of Basic Trainers to U. S. Army	Saturday, 10:00-10:30 A.M. PST	6*	10/18/41 Only	Logan & Arnold, Los Angeles
Wilmington Transportation Co., Santa Catalina	Summer Resort	Catalina Fun Quiz	Mon.-Fri., 12:00-12:15 P.M. PST 6/30 Mon.-Fri., 1:45-2:00 P.M. PST	6*	5/12/41-7/31/41	Arthur Meyerhoff Co., Los Angeles
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Scattergood Baines	Mon.-Fri., 5:45-6:00 P.M.	76	11/4/40-6/27/41 12/1/41—	Arthur Meyerhoff & Co., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Ben Bernie—Just Entertainment	Mon.-Fri., 5:45-6:00 P.M.	76	9/1/41-12/28/41	Arthur Meyerhoff & Co., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Gene Autry—Melody Ranch	Sunday, 6:30-7:00 P.M. 2/2 Sunday, 6:30-6:55 P.M. 12/21 Sun. 6:30-7:15 P.M.	70	11/3/40—	J. Walter Thompson Co., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Dear Mom	Sunday, 6:55-7:15 P.M.	69	2/2/41-12/14/41	Arthur Meyerhoff & Co., Chicago

WISN

MILWAUKEE, WISCONSIN

REPORT TO THE NATION

(Radio Time Buyers!)

★

On September 5, WISN dedicated its new 5000 watt transmitter increasing by twenty times its night time and five times its day time power.

★

A directional system concentrated to reach Wisconsin's greatest buying power was installed. Milwaukee County (1/4 of the State population) has been provided with a signal two to four times stronger than any other Milwaukee Station.

★

Thousands and thousands of new listeners throughout the State have been added to the regular audience of this important CBS key station.

★

Sales of WISN are increasing daily. Sales (excluding CBS) during the past ninety days over a year ago show:

STATION TIME SALES INCREASE - - - 47%

ANNOUNCEMENT TIME SALES INCREASE - 23%

★

The CBS commercial schedule for WISN is now the greatest in its history. New Columbia commercials are being added as they are inaugurated over this network.

★

The year 1942 finds WISN with licenses of ASCAP, BMI and SESAC and with the libraries of World and Standard.

★

With expanded Program and Merchandising Departments WISN stands ready to go "ALL OUT" to be of assistance to its advertisers.

★

Let us help solve your advertising problems in Milwaukee and in the area of the lucrative WISN coverage.

GW Grignon

General Manager.

REPRESENTED BY INTERNATIONAL RADIO SALES

Advertisers Using Blue Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Adam Hat Stores, New York	Men's Hats	Madison Square Garden Boxing Bouts	Various Days, 10:00 P.M. to Finish	91	Oct. '40-Apr. '41	Glicksman Adv., N. Y.
Adam Hat Stores, New York	Men's Hats	Boxing Bouts	Various Days, 10:00 to Finish	95	May '41—	Glicksman Adv., N. Y.
Affiliated Products, Jersey City	Edna Wallace Hopper	John's Other Wife	Mon., Tues., Wed., 3:30-3:45 P.M.	70	Mar. '41—	Blackett-Sample-Hummert, N. Y.
American Chicle Co., Long Island City, N. Y.	Beeman's Gum	Drama Behind the News	Mon., Wed., Fri., 5:30-5:45 P.M.; 6:30-6:45 P.M.; 8:30-8:45 P.M.	72	Feb. '41-Aug. '41	Badger, Browning & Hersey, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon.-Fri., 3:45-4:00 P.M.	70	Mar. '40—	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	Easy Aces	Tues.. Wed., Thurs., 7:00-7:15 P.M.; 12:00-12:15 A.M.	65	June '35—	Blackett-Sample-Hummert, N. Y.
Axton-Fisher Tobacco Corp., Louisville	20 Grand & Spud Cigarettes	20 Grand Salutes Your Happy Birthday	Friday, 9:35-10:00 P.M.	79	Jan. '41-Mar. '41	Weiss & Geller, N. Y.
Axton-Fisher Tobacco Corp., Louisville	20 Grand & Spud Cigarettes	20 Grand Salutes Your Happy Birthday	Friday, 9:30-9:55 P.M.	79	Mar. '41-Aug. '41	Weiss & Geller, N. Y.
P. Ballantine & Sons, Newark	Beer	Three Ring Time	Friday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	78	Dec. '41—	J. Walter Thompson Co., N. Y.
Bank of America, San Francisco	Loans	Passing Parade John Nesbitt	Monday, 8:15-8:30 P.M. PST	7	Jan. '40-Jan. '41	Chas. R. Stuart Co., San Francisco
Bayer Co., New York	Bayer Aspirin	American Melody Hour	Wednesday, 10:00-10:30 P.M.	67	Oct. '41—	Blackett-Sample-Hummert, N. Y.
Bendix Aviation Corp., South Bend	Institutional	Treasury Hour Millions for Defense	Tuesday, 8:00-9:00 P.M.; 10:30-11:30 P.M.	98	Sept. '41-Dec. '41	Buchanan & Co., N. Y.
Bisodol Co., Jersey City	Bisodol	Mr. Keen Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.; 12:15-12:30 A.M.	46	Oct. '37-Jan. '41	Blackett-Sample-Hummert, N. Y.
U. S. of Brazil, Rio De Janiero	Travel	News for the Americas	Sunday, 7:30-7:45 P.M.	46	Jan. '41-Apr. '41	Campbell-Ewald Co., N. Y.
Bristol-Myers Co., New York	Minit-Rub & Sal Hepatica	Songs by Dinah Shore	Sunday, 9:45-10:00 P.M.	103	Nov. '41—	Young & Rubicam, N. Y.
Brown & Williamson Tobacco Corp., Louisville	Target Tobacco	Renfro Valley Folks	Saturday, 8:30-9:00 P.M.	14	Sept. '41-Dec. '41	Russel M. Seeds Co., Chicago
Cal-Aspirin Corp., New York	Cal-Aspirin	Amanda of Honeymoon Hill	Friday, 3:15-3:30 P.M.	55	Feb. '40—	Blackett-Sample-Hummert, N. Y.
Canada Dry Ginger Ale, New York	Spur & Canada Dry	Michael & Kitty	Friday, 9:30-9:55 P.M.	95	Oct. '41—	J. M. Mathes Inc., N. Y.
Carter Products, New York	Little Liver Pills	Inner Sanctum Mystery	Tuesday, 9:35-10:00 P.M.	59	Jan. '41-Mar. '41	Street & Finney, N. Y.
Carter Products, New York	Little Liver Pills	Inner Sanctum Mystery	Sunday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	62	Mar. '41—	Street & Finney, N. Y.
Chemicals Inc., San Francisco	House Cleaner	Just Between Friends	Tues. & Fri., 8:30-8:45 A.M. PST	4	Oct. '40-Jan. '41	Botsford, Constantine & Gardner, San Francisco
Harold A. Clapp Inc., Jersey City	Baby Food	Mother of Mine	Mon.-Fri., 4:00-4:15 P.M.	67	Oct. '40-July '41	Young & Rublicam, N. Y.
D. L. Clarke Co., Pittsburgh	Candy Bars	Service With a Smile	Thursday, 8:30-9:00 P.M.	54	Oct. '41—	Albert P. Hill Co., Pittsburgh
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Sports Newsreel of the Air	Sunday, 9:45-10:00 P.M.; 11:00-11:15 P.M.	44	Oct. '39-Sept. '41	Sherman & Marquette, Chicago
Consolidated Royal Chemical, Chicago	Yeast Foam	Hidden Stars	Sunday, 5:30-6:00 P.M.	50	Dec. '40-Mar. '41	Stack-Goble Co., Chicago
Cream of Wheat Corp., Minneapolis	Cream of Wheat	Breakfast Club	Fri., Sat., 9:00-9:15 A.M.	66	Nov. '41—	BBDO, Minneapolis
Cummer Products Co., New York	Energine	Manhattan at Midnight	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	52	July '40—	Young & Rubicam, N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ben Bernie	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	70	Oct. '40-Apr. '41	Ruthrauff & Ryan, N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ben Bernie	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	70	Apr. '41-Aug. '41	Ruthrauff & Ryan, N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	70	Aug. '41-Sept. '41	Ruthrauff & Ryan, N. Y.
General Electric Co., Schenectady	Institutional	News of the Week in Industry	Thursday, 8:30-8:45 P.M.	19	May '41-Aug. '41	Maxon Inc., N. Y.
Gillette Safety Razor Co , Boston	Razors	Sugar Bowl Football Game	Wednesday, 2:00-5:00 P.M.	110	Jan. 1, 1941 (Only)	Maxon, Inc., N. Y.
Grove Labs., St. Louis	Bromo-Quinine	Sherlock Holmes	Sunday, 8:30-9:00 P.M.; 12:30-1:00 A.M.	54	Sept. '40-Mar. '41	Russel M. Seeds Co., Chicago
Chas. Gulden, Inc., New York	Mustard	Serenaders	Tues. & Thurs., 6:30-6:45 P.M.	2	Oct. '40-Apr. '41	Chas. W. Hoyt Co., N. Y.
Healthaids Inc., Jersey City	Serutan	Pearson & Allen	Sunday, 6:30-6:45 P.M.	19	Oct. '41—	Raymond Spector Co., N. Y.
Holland Furnace Co., Holland, Mich.	Furnaces	Holland Tulip Festival	Saturday, 2:00-2:30 P.M.	81	May 17, 1941 (Only)	Ruthrauff & Ryan, Chicago
Ironized Yeast Co., Atlanta	Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	53	Apr. '40—	Ruthrauff & Ryan, N. Y
Andrew Jergens Co., Cincinnati	Lotion	Walter Winchell	Sunday, 9:00-9:15 P.M.; 12:00-12:15 A.M.	94	Oct. '39—	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Woodbury Soap	Parker Family	Sunday, 9:15-9:30 P.M.; 12:15-12:30 A.M.	94	Oct. '39—	Lennen & Mitchell, N. Y.
Kolynos Co., Jersey City	Tooth Paste	Mr. Keen Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.	64	Jan. '41—	Blackett-Sample-Hummert, N. Y.
Lance, Inc., Charlotte, N. C.	Confections	Morning Toastchee Time	Mon., Tues., Wed., 8:45-9:00 P.M.	31	Mar. '41-Aug. '41	Nachman-Rhodes, Charlotte, N. C.
Land O'Lakes Creameries, Minneapolis	Dairy Products	Edgar A. Guest	Wed., Thurs., Fri., 4:45-4:55 P.M.	23	Jan. '41-July '41	Campbell-Mithum, Minneapolis
Lever Bros., Boston	Spry	Uncle Jim's Question Bee	Tuesday, 8:30-9:00 P.M.; 10:30-11:00 P.M.	46	Nov. '40-July '41	Ruthrauff & Ryan, N. Y.
Lever Bros., Boston	Rinso	Grand Central Station	Tuesday, 9:00-9:30 P.M.; 11:00-11:30 P.M.	47	Nov. '40-July '41	Ruthrauff & Ryan, N. Y.
Lever Bros., Boston	Rinso	Bringing Up Father	Tuesday, 9:00-9:30 P.M.; 11:00-11:30 P.M.	47	July '41-Sept. '41	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Pot of Gold	Thursday, 8:00-8:30 P.M.	102	Oct. '40-June '41	Stack-Goble Adv. Agency, Chicago

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FOR REGISTERING SALE$ IN NORTHERN NEW ENGLAND

WMUR
MANCHESTER, N. H.
I$ YOUR BE$T ADVERTI$ING MEDIUM

WMUR

The Radio Voice of New Hampshire

WMUR gives you complete coverage of New Hampsire . . . a market of 500,000 people with $250,000,000 a year to spend. With one of the most, if not THE most, desirable frequencies in New England, WMUR on 610 kcs. with 5000 watts day and 1000 night throws out such a strong signal that 67% of its regular mail comes from the 17 major markets of New Hampshire which account for 76% of the retail business of the state. A member of the Blue network, WMUR also features local programming which attracts mail from the entire state and neighboring major markets in Maine and Vermont. To get your sales message across to the farmers, business men, laborers, housewives and every other sales potentiality in New Hampshire, your best medium is WMUR . . . "The Radio Voice of New Hampshire".

Represented Nationally by LOREN L. WATSON
345 Madison Ave., New York City

[Continued from Page 246]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lewis-Howe Co., St. Louis	Tums	Fame & Fortune	Thursday, 8:30-9:00 P.M.; 11:30-12:00 Mid	89	Oct. '40-Apr. '41	Stack-Goble Adv. Agency, Chicago
P. Lorillard Co., New York	Old Golds	New Old Gold Show	Monday, 7:00-7:30 P.M.;	63	Nov. '41—	J. Walter Thompson Co., N. Y.
Los Angeles Soap Co., Los Angeles	Soap	Art Baker's Notebook	Mon.-Fri. 10:25-10:30 A.M. PST 11:00-11:30 P.M.	11	Apr. '41-May '41	Raymond R. Morgan Co., Hollywood
Mennen Co., Newark	Mennen Products	Capt. Flagg & Sgt. Quirt	Sunday, 7:30-8:00 P.M.	92	Sept. '41—	Russel M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Lum & Abner	Mon., Tues., Thurs., Fri., 6:30-6:45 P.M.; 8:30-8:45 P.M.; 10:30-10:45 P.M.	64	Sept. '41—	Wade Adv. Agcy., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Quiz Kids	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	64	Sept. '40—	Wade Adv. Agcy., Chicago
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Moylan Sisters	Sunday, 5:00-5:15 P.M.	26	Oct. '39—	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Philadelphia Scrapple	Olivio Santoro	Sunday, 5:15-5:30 P.M.	26	Sept. '40—	Clements Co., Philadelphia
Mystic Labs., Jersey City	Creams	John's Other Wife	Mon. & Tues., 3:30-3:45 P.M.	63	Oct. '40-Mar. '41	Blackett-Sample-Hummert, N. Y.
Nash Motors, Detroit	Motor Cars	News by John Kennedy	Mon.-Sat., 9:30-9:35 P.M.	65	Oct. '40-Jan. '41	Geyer, Cornell & Newell, N. Y.
Neighbors of Woodcraft, Portland, Ore.	Life Insurance	Grand Pappy & His Pals	Sunday, 6:00-6:30 P.M. PST	23	May '41—	MacWilkins & Cole, Portland, Ore.
Ohio Oil Co., Findlay, O.	Gas & Oil	Melody Marathon	Friday, 7:30-8:00 P.M.	23	Nov. '40-Feb. '41	Byer & Bowman, Columbus
Pacquin, Inc., New York	Creams	Speaking of Glamour	Sunday, 10:30-10:45 A.M. PST Thursday, 4:30-4:45 P.M. PST	16 4	Sept. '41—	Wm. Esty & Co., Hollywood
Pan American Coffee Bureau, New York	Coffee	Over Our Coffee Cups	Sunday, 6:45-7:00 P.M.; 12:15-12:30 A.M.	131	Sept. '41—	Buchanan & Co., N. Y.
Pepsi-Cola Co., Long Island City, N. Y.	Drink	The Nickel Man	Mon.-Fri., 9:55-10:00 P.M.	112	Apr. '41-Sept. '41	Newell-Emmett Co., N. Y.
Chas. H. Phillips Co., New York	Haley's M-O	Amanda of Honeymoon Hill	Mon.-Thurs., 3:15-3:30 P.M.	53	Feb. '40—	Blackett-Sample-Hummert, N. Y.
Pillsbury Flour Mills, Minneapolis	Flour	The Musical Millwheel	Thurs., Fri., Sat., Sun., 10:00-10:15 A.M.	48	Sept. '41—	McCann-Erickson, Chicago
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 10:45-11:00 A.M.	9	Nov. '39-Mar. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	This Small Town	Mon.-Fri., 10:00-10:15 A.M.	4	Nov. '40-Mar. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 10:15-10:30 A.M.	19	Apr. '40-Mar. '41	Compton Adv., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Flakes	Mary Marlin	Mon.-Fri., 10:30-10:45 A.M.	19	Nov. '39-Mar. '41	Compton Adv., N. Y.
Ralston-Purina Co., St. Louis	Cereals	Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.; 8:45-9:00 P.M.	55	Sept. '40-Apr. '41	Gardner Adv. Co., St. Louis
Ralston-Purina Co., St. Louis	Cereals	Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.; 8:45-9:00 P.M.	66	Sept. '41—	Gardner Adv. Co., St. Louis
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camel Cigarettes	Luncheon at the Waldorf	Saturday, 1:30-2:00 P.M.	46	Feb. '40-May '41	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camel Cigarettes	Penthouse Party	Wednesday, 9:30-10:00 P.M.	95	Oct. '41-Dec. '41	Wm. Esty & Co., N. Y.
Dr. Earle S. Sloan, New York	Liniment	Gang Busters	Friday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	86	Oct. '40-Mar. '41	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Liniment	Gang Busters	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	64	Oct. '41—	Warwick & Legler, N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	News	Friday, 9:55-10:00 P.M.	97	Nov. '41—	J. D. Tarcher Co., N. Y.
Standard Brands, New York	Yeast	I Love a Mystery	Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid	46	Sept. '40-June '41	Kenyon & Eckhardt, N. Y.
Standard Brands, New York	Yeast	I Love a Mystery	Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid	63	Oct, '41—	Kenyon & Eckhardt, N. Y.
Standard Oil Co. of Indiana, Chicago	Gas & Oil	Auction Quiz	Friday, 8:00-8:30 P.M.	47	July '41—	McCann-Erickson, Chicago
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	24	June '32—	Roche, Williams & Cunnyngham, Philadelphia
Swift & Co., Chicago	Meat	Breakfast Club	Thurs., Fri., Sat., 9:30-9:45 A.M.; 10:30-10:45 A.M.	85	Feb. '41—	J. Walter Thompson Co., Chicago
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	131	Dec. '40-Mar. '41	Buchanan & Co., N. Y.
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	159	Nov. '41—	Buchanan & Co., N. Y.
Tidewater Associated Oil Co., San Francisco	Gas & Oil	Associated Football	Saturday, 2:00-4:45 P.M. PST	14	Sept. '41-Nov. '41	Lord & Thomas, San Francisco
Time Inc., New York	Magazine	March of Time	Thursday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	112	Oct. '41—	Young & Rubicam, N. Y.
Trimount Clothing Co., New York	Clothing	Hillman & Clapper News Here & Abroad	Thursday 9:00-9:15 P.M.; 10:30-10:45 P M.	70	Sept. '41-Dec. '41	Emil Mogul, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Orphans of Divorce	Mon.-Fri., 3:00-3:15 P.M.	54	Jan. '40—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Monday Merry-Go-Round	Monday, 10:00-10:30 P.M.	68	Oct. '41—	Blackett-Sample-Hummert, N. Y.
Weekly Publications, New York	Magazine	Ahead of the Headlines	Thursday, 10:30-10:45 P.M.	24	Jan. '41-June '41	Tracy Locke-Dawson N. Y.
Weekly Publications, New York	Magazine	Ahead of the Headlines	Wednesday, 10:30 10:45 P.M.	26	Sept. '41-Dec. '41	Tracy-Locke-Dawson, N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Dear John	Sunday, 9:30-9:45 P.M.; 12:00-12:15 A.M.	55	Oct. '40—	H. W. Kastor & Sons, Chicago
Wheeling Steel Corp., Wheeling	Steel	Wheeling Steelmakers	Sunday, 5:30-6:00 P.M.	66	Oct. '40—	Critchfield & Co., Chicago
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	45	Sept. '40-June '41	J. Walter Thompson Co., N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday 8:30-9:00 P.M.; 12:00-12:30 A.M.	62	Sept. '41—	J Walter Thompson Co., N. Y.
Williamson Candy Co., Chicago	Oh Henry Bars	Famous Jury Trials	Tuesday, 9:00-9:30 P.M.	61	Oct. 41—	Aubrey, Moore & Wallace, Chicago
Williamson Candy Co., Chicago	Oh Henry Bars	Famous Jury Trials	Monday, 7:00-7:30 P.M.	10	Oct. '40-Apr. '41	Aubrey, Moore & Wallace, Chicago
Williamson Candy Co., Chicago	Oh, Henry Bars	Famous Jury Trials	Monday, 10:00-10:30 P.M.	54	Apr. '41-Sept. '41	Aubrey, Moore & Wallace, Chicago
Wyeth Chemical, Jersey City	Hill's Cold Tablets	John's Other Wife	Thurs. & Fri., 3:30-3:45 P.M.	70	Mar. '40—	Blackett-Sample-Hummert, N. Y.
W. F. Young Co., Springfield, Mass.	Absorbine Jr.	True or False	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	45	June '41-Sept. '41	J. Walter Thompson Co., N. Y.

Advertisers Using Mutual Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Bird Products, Chicago	Bird Food	American Radio Warblers	Sunday ,1:00-1:15 P.M.	10	10/15/39-4/28/40 10/13/40-4/13/41 10/19/41—	Weston-Barnett, Chicago
American Can Co., New York	Keglined Cans	The Amazing Mr. Smith	Monday, 8:00-8:30 P.M.	78	4/7/41-6/30/41	Young & Rubicam, N. Y.
American Economic Foundation, Cleveland	Talks	Wake Up America	Monday, 9:15-10:00 P.M.	6	9/2/40-2/24/41 3/3/41-5/26/41	Bayless-Kerr Co., Cleveland
American Safety Razor Corp., Brooklyn	Star & Treet Blades	As the Clock Strikes—Wythe Williams	Tues. & Thurs., 8:00-8:15 P.M.	97	9/10/40-9/4/41	Federal Adv. Agency, N. Y.
Anacin Co., Jersey City	Anacin	Front Page Farrell	Mon.-Fri., 1:30-1:45 P.M.	81	6/23/41—	Blackett-Sample-Hummert, N. Y.
Axton-Fisher Tobacco Co., Louisville	Zephyr and Twenty-Grand Cigarettes	Twenty Grand Club Danger Is My Business Johannes Steele	Mon. & Wed., 9:15-9:30 P.M.	17	6/2/41-11/26/41 12/1/41-12/25/41	Weiss & Gellar, N. Y. Eff. 9/8/41 McCann-Erickson, N. Y.
P. Ballantine & Sons, Newark	Beer & Ale	Three Ring Time	Friday, 9:30-10:00 P.M.	77	9/12/41-12/5/41	J. Walter Thompson Co., N. Y.
Barbasol Co., Indianapolis	Shaving Cream	Gabriel Heatter—News	Sunday, 8:45-9:00 P.M.	14	4/6/41—	Erwin, Wasey & Co., N. Y.
Bayuk Cigars, Inc., Philadelphia	Phillies	Inside of Sports	Tues., Thurs., Sat., 7:45-8:00 P.M.	75	6/14/38—	Ivey & Ellington, Philadelphia
		Sizing Up the News	Mon., Wed., Fri., 8:00-8:15 P.M.		8/4/41— Friday added 11/7/41	
Paul F. Beich, Bloomington, Ill.	Candy Bars	Peter Quill	Sunday, 4:00-4:30 P.M.	9	10/6/40-3/30/41	N. W. Ayer & Son, Chicago
John B. Canepa Co., Chicago	Red Cross Macaroni	Melody Street	Wednesday, 8:00-8:30 P.M.	7	10/9/40-1/1/41	J. Edward Long Adv. Agency, Chicago
Cessna Aircraft Co., Wichita, Kans.	Aircraft	Airmaster Defense Program with F. Lewis, Jr.	Sunday, 5:00-5:30 P.M.	30	October 26, 1941, Only	H. W. Kastor & Sons, Chicago
Chrysler Sales Division	Chrysler	White House Press Conference	Tues. & Fri., 8:15-8:30 P.M.	6	9/30/41-12/26/41	Lee-Anderson Adv. Co., Detroit
Coca-Cola Co., Atlanta	Coca-Cola	Spotlight Bands	Mon.-Fri., 10:15-10:30 P.M. Saturday, 10:15-10:45 P.M.	120	11/3/41—	D'Arcy Adv. Co., St. Louis
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 11:30-11:45 A.M.	33	4/1/40-3/28/41	Roche, Williams & Cunnyngham, Chicago Eff. 9/20/40 Blackett-Sample-Hummert, Chicago
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	21	9/26/37-3/20/38 9/25/38-3/19/39 9/24/39-4/7/40 9/29/40-4/20/41 9/28/41—	Ruthrauff & Ryan, N. Y.
Detroit Bible Class, Detroit	Religious Talks	Detroit Bible Class	Sunday, 10:00-10:30 A.M.	9	11/10/40-11/2/41 11/9/41—	Aircasters, Inc., Detroit

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RESULTS are the Final Test of Value!

BUY ON THE BASIS OF PROVED PERFORMANCE

WOL SELLS SOFT DRINKS

"...we distributed 50,000 song sheets just two weeks ago and they're calling for more! So until we receive another supply, please stop offering them!"
S. SCHWARZMAN, Pres.
Pepsi-Cola Bottling Co. of D. C.

WOL SELLS AUTO SUPPLIES

"...during the first two months of our show on WOL we had a sales increase of 18% over the same two months of the previous year — results are far above our expectations!"
THE PEP BOYS
"Manny, Moe & Jack"

WOL SELLS AUTOMOBILES

"...the first 6 months of 1941 exactly doubled that of 1940. During this time all our radio advertising was placed on WOL —we are very pleased!"
Ralph H. Dillon
Logan Motor Co.

In the Spotlight 24 Hours a Day!

WOL
WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

WOL SELLS HARDWARE

"...the response to our announcements on WOL has exhausted our supply of booklets (10,000) sooner than was expected!"
Howard H. Sypher, Jr. for
Peoples Hardware Stores

WOL SELLS LAUNDRY

"...routemen report an average of 10 new accounts weekly directly traceable to the program. Our ONLY advertising is this program on your station!"
E. C. Mahoney,
Sterling Laundry, Inc.

WOL SELLS BREAD

"...WOL carries 100% of our advertising—since starting our sales of Bamby Bread and Bamby Famus Cakes have increased 100%. Never have we used such a successful medium."
H. Holzbeierlein,
Holzbeierlein & Sons, Inc.

Advertisers Using Mutual Network During 1941

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
El Paso County Board of Development, El Paso	Institutional	Sun Carnival Parade	Wednesday, 12:30-1:00 P.M.	10	Jan. 1, 1941, One Time Only	Mithoff & White, El Paso
General Cigar Co., New York	Van Dyck Cigars	The Answer Man	Sun. & Wed., 11:00-11:15 P.M.	2	3/13/40—	Federal Adv. Agency, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing	Mon. & Thurs., 10:00-10:15 P.M.	77	9/25/39—	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	91	9/29/41—	Knox-Reeves Adv., Minneapolis
General Mills, Minneapolis	Corn Kix	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	43	5/5/41—	Blackett-Sample-Hummert, Chicago
Gillette Safety Razor Co., Boston	Safety Razors, Blades	Boxing Bouts World Series East-West Football Game Professional Play-Off	10:00 P.M. to Conclusion 1:15 P.M. to Conclusion 4:45 P.M. to Conclusion 2:00 P.M. to Conclusion	185 246 48 90	Various Dates 10/1-2-3-5-6 January 1, 1941 December 21, 1941	Maxon Inc., N. Y.
Gospel Broadcasting Assn.	Religious	Old Fashioned Revival Hour	Sunday, 9:00-10:00 P.M.	155	1/3/37—	R. H. Alber Co., Los Angeles
Griffin Mfg. Co., Brooklyn	Griffin Shoe Polish	Who Knows?	Monday, 10:15-10:30 P.M.	4	3/16/40-8/29/41	Bermingham, Castleman & Pierce, N. Y.
Hebrew Evangelization Society, Los Angeles	Talks	Dr. Michelson—Talks	Saturday, 5:30-6:00 P.M.	16	1/18/41-2/22/41	Tom Westwood Adv. Agency, Los Angeles
Hecker Products Corp., Chicago	Ceresota & Aristos Flour	This Is Life	Mon., Wed., Fri., 12:15-12:30 P.M.	6	9/8/41—	Leo Burnett Co., Chicago
Howard Clothes, Brooklyn	Men's Clothing	Adventures of Bulldog Drummond	Sunday, 6:30-7:00 P.M.	10	4/6/41-6/22/41 9/28/41—	Redfield-Johnstone, N. Y.
Iglehart Brothers, Evansville, Ind.	Swansdown Family Flour	Johnson Family	Mon., Wed., Fri., 4:30-4:45 P.M.	29	3/3/41—	Young & Rubicam, N. Y.
Illinois Meat Co., Chicago	Redi-Meat	Play Broadcast	Monday, 8:00-8:30 P.M.	5	2/19/40-5/16/41	Arthur Meyerhoff & Co., Chicago
Charles B. Knox Gelatine Co., Johnstown, N. Y.	Knox Gelatine	Cotton Bowl Football Game	Wednesday, 2:00 P.M. to Conclusion	98	Jan. 1, 1941, One Time Only	Kenyon & Eckhardt, N. Y.
V. La Rosa & Sons, Brooklyn	Macaroni	Antonini Concert Series	Tuesday, 8:30-9:00 P.M.	9	10/31/39-4/23/40 11/12/40-5/6/41	Commercial Radio Service Adv. Agency, N. Y.
Land O'Lakes Creameries, Minneapolis	Dairy Products	Boake Carter	Mon., Wed., Fri., 4:45-5:00 P.M.	19	10/20/41—	Campbell-Mithun, Minneapolis
Lutheran Laymen's League, St. Louis	Religious	Lutheran Hour	Sunday, 1:30-2:00 P.M. Rpt. 4:30-5:00 P.M.	124	10/24/37-4/17/38 10/23/38-4/16/39 10/29/39-4/21/40 10/27/40-4/20/41 10/19/41—	Kelly, Stuhlman & Zahrndt, St. Louis
Macfadden Publications, New York	Liberty Magazine	The Voice of Liberty Gabriel Heatter	Thurs. & Sat., 9:00-9:15 P.M.	16	5/23/40-3/15/41	Erwin, Wasey & Co., N. Y.
Marrows, Inc., Chicago	Mar-O-Oil	George Fisher, Hollywood Reporter	Tues. & Thurs., 12:30-12:45 P.M. Sunday, 1:15-1:30 P.M.	49	1/2/41-7/1/41 9/28/41—	Hays-MacFarland & Co., Chicago
National Fellowship for Prayer and Evangelism	Religious Talk	Rev. H. H. Springer	Sunday, 7:00-7:30 P.M.	19	October 5, 1941, One Time Only	Direct
Pabst Sales Co., Chicago	Pabst Beer	Pabst Sales Meeting of the Air	Saturday, 10:30-11:00 A.M.	121	March 15, 1941, One Time Only	Lord & Thomas, Chicago
Paramount Pictures Corp., New York	Picture Premiere	Birth of the Blues	Saturday, 9:00-9:30 P.M.	70	November 1, 1941, Only	Buchanan & Co., N. Y.
Parker Pen Co., Janesville, Wis.	Quink	Walt Disney's Song Parade	Sunday, 3:30-3:45 P.M.	59	10/5/41-12/28/41	Blackett-Sample-Hummert, Chicago
Peter Paul Inc., Naugatuck	Mounds & Other Candy Products	Wythe Williams—News	Sunday, 7:45-8:00 P.M.	2	7/7/40-8/31/41	Platt-Forbes, N. Y.
Pharmaco Inc., Newark	Feen-a-mint & Chooz	Double or Nothing	Sunday, 6:00-6:30 P.M.	99	9/29/40—	Wm. Esty & Co., N. Y.
Piel Brothers, Brooklyn	Piel's Beer	Boake Carter—News	Mon., Wed., Sat., 8:30-8:45 P.M.	10	3/12/41-9/8/41	Sherman K. Ellis, Inc., N. Y.
Richfield Oil Corp., New York	Oil and Gasoline	Confidentially Yours—Arthur Hale	Tues., Thurs., Sat., 7:30-7:45 P.M.	29	1/6/40-6/29/40 10/1/40-2/1/41 2/1/41-9/27/41	Sherman K. Ellis, N. Y. Eff. 2/1/41 Hixson-O'Donnell Adv. Inc., N. Y.
Roma Wine Co., San Francisco	Wines	Art Linkletter	Mon. & Fri., 11:15-11:30 P.M.	4	11/25/40-8/22/41	Cesana & Assoc. Co., San Francisco
R. B. Semler, Inc., New Canaan	Kreml & Shampoo	Gabriel Heatter	Mon., Wed., Fri., 9:00-9:15 P.M.	22	8/7/40—	Erwin, Wasey & Co., N. Y.
Shrine Order, San Francisco	....	East-West Football Game	Wednesday, 4:45 P.M. to Conclusion	32	January 1, 1941, Only	Direct
Studebaker Corp. (Pacific Division)	Automobiles	John B. Hughes—News	Tues., Wed., Sat., 10:00-10:15 P.M.	34	9/30/41—	Roche, Williams & Cunnyngham, Chicago
Tayton Co., Hollywood	Cosmetics	Jimmie Fidler	Thursday, 9:15-9:30 P.M.	14	9/5/41-11/27/41	BBDO., Los Angeles
United Airlines, New York	Air Transportation	Boake Carter	Mon., Wed., Sat., 8:30-8:45 P.M.	10	10/23/40-1/20/41	N. W. Ayer & Son, N. Y.
Walter Wanger Productions, Hollywood	Picture Premiere	Sundown	Thursday, 11:30-12:00 Mid	16	October 16, 1941, Only	Donahue & Coe, N. Y.
Wander Co., Chicago	Ovaltine	Capt. Midnight	Mon.-Fri., 5:45-6:00 P.M.	82	9/30/40-7/4/41	Blackett-Sample-Hummert, Chicago
Wheeling Steel Corp., Wheeling	Steel Products	The Musical Steelmakers	Sunday, 5:00-5:30 P.M.	98	1/2/38-6/26/38 9/11/38-6/25/39 10/8/39-6/30/40 10/6/40-6/29/41	Critchfield & Co., Chicago
Whitehall Pharmacal Co., Jersey City	Aspertane	John B. Hughes—News	Mon.-Fri., 12:00-12:15 P.M.	81	6/23/41—	Blackett-Sample-Hummert, N. Y.
Young People's Church of the Air, Philadelphia	Talks	Rev. Percy Crawford	Sunday, 3:30-4:00 P.M.	82	10/13/40-1/5/41 1/19/41-4/13/41 10/19/41—	R. H. Alber Co., Los Angeles Ivey & Ellington, Inc., Philadelphia Eff. 1/19/41
Zonite Products Corp., New York	Forhan's Toothpaste	Gabriel Heatter	Tues. & Thurs., 9:00-9:15 P.M.	10	1/6/41-7/3/41 10/7/41—	Erwin, Wasey & Co., N. Y.

(Continued on Page 251)

COOPERATIVELY SPONSORED MUTUAL NETWORK PROGRAMS

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Local Sponsors	Various	Adventures of Bulldog Drummond	Sunday, 6:30-7:00 P.M.	Various	9/28/41—	Varies
Chocolate Products Co.	....	....	....	..	....	McCord Co., Inc., Minneapolis
Local Sponsors	Various	B. S. Bercovici	Mon.-Fri. 11:15-11:30 A.M.	Various	4/28/41—	Varies
Sears, Roebuck Stores	General Merchandise	....	....	..	....	....
Local Sponsor	Various	Cedric Foster	Mon.-Fri., 2:00-2:15 P.M.	Various	9/1/41—	Varies
Gen'l Air Conditioning Co.	....	....	....	..	....	....
Local Sponsors	Various	Confidentially Yours	Tues., Thurs., Sat., 7:30-7:45 P.M.	Various	....	Varies
Duluth Brewing Co.	Royal Bohemian Beer	....	....	..	8/30/41—	....
Local Sponsors	Various	Dorothy Thompson	Sunday, 8:45-9:00 P.M.	Various	10/6/40-3/30/41	Varies
S. A. Schonbrun & Co., Inc.	Savarin Coffee	....	....	..	....	M. H. Hackett, Inc., N. Y.
Local Sponsors	Various	For Your Information	Friday, 8:30-8:45 P.M.	Various	11/7/41—	Varies
Old Molineaux Wines, Inc.	....	....	....	..	....	....
Lewis Hotel Training School	Home Study & Resident Courses	....	....	..	....	....
Local Sponsors	Various	Fulton Lewis, Jr.	Mon.-Fri., 7:00-7:15 P.M.	Various	10/17/38—	Varies
American Nat'l Bank of Denver	....	....	....	..	....	Raymond Keane Adv. Agency
Willys' Americar Dealers	....	....	....	..	....	....
Local Sponsors	Various	I Want a Divorce	Friday, 9:30-10:00 P.M.	Various	10/18/40-4/11/41	Varies
C. F. Mueller Co.	Macaroni	....	....	..	....	Emil Brisacher & Staff, San Francisco
Local Sponsors	Various	Here's Morgan	Mon.-Fri.	Various	11/3/41—	Varies
Hawaii Brewing Co.	....	....	....	..	....	....
Local Sponsors	Various	Johnson Family	Mon.-Fri., 4:30-4:45 P.M.	Various	1/2/41—	Varies
Morey Mercantile Co.	Nu-Drain & Nu-Bowl	....	....	..	....	C. L. Miller Co., Chicago
Local Sponsors	Various	Keep Fit to Music	Mon.-Fri., 10:30-10:45 A.M.	Various	5/13/40-7/3/40	Varies
Rhodes-Burford House Furnishing Co.	House Furnishing	....	....	..	9/16/40-1/7/41	....
Local Sponsors	Various	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M. Local	Various	1/18/37—	Varies
Felber Biscuit Co.	Pennant Crackers & Cakes	....	....	..	....	Harry H. Miller, Inc., Columbus
Interstate Bakeries	....	....	....	..	....	Scholtz Adv. Service
Local Sponsors	Various	Shadow	Sunday, 5:30-6:00 P.M.	Various	9/24/39-3/17/40	Varies
Wherry Furniture Co.	Furniture	....	....	..	9/29/40-4/20/41	....
Glen Alden Coal Co.	....	....	....	..	9/28/41—	....
Local Sponsors	Various	Shafter Parker and His Circus	Mon.-Fri., 5:15-5:30 P.M.	Various	9/15/41—	Varies
Southwest Tablet Mfg. Co.	....	....	....	..	....	Gandy Adv. Co., Dallas
Local Sponsors	Various	Show of the Week	Sunday, 6:30-7:00 P.M.	Various	10/1/39-3/24/40	Varies
Ford Dealers	Ford Autos	....	....	..	9/29/40-3/23/41	....
Local Sponsors	Various	White House Press Conference	Tues. & Fri., 8:15-8:30 P.M.	Various	12/2/41-12/26/41	Varies
Cook's Distributing Co.	Cooks Beer & Ale	....	....	..	....	....

IN THE DETROIT MARKET

BUY

CKLW

—AT 800 KC. YOU GET:

—not only INCREASED coverage of the vast Detroit area proper, but a PLUS percentage of brand new listeners outside of this area. Thousands of new sales impacts for your product AT NO INCREASE IN RATES!

5,000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

WWPG

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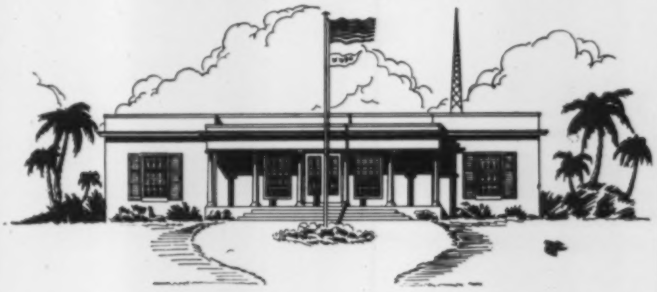

Palm Beach County's

Most Distinguished Broadcasting Station

Located

Beautiful South Ocean Boulevard

Palm Beach, Fla.

Mutual Broadcasting System Affiliate

C. E. DAVIS, Pres.

Station Representative
BURN-SMITH CO.

H. W. WILSON, Mgr.

Advertisers Using the Yankee Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Alles & Fisher, Boston	JA & 63 Cigars	63 Baseball News	Sunday, 6:45-7:00 P.M.	6	Apr. 6-Sept. 28	Lester B. Hawes, Boston
Atlantic Refining Co., Philadelphia	Gasoline	Yale Football	Saturday, 1:45 P.M. to Conclusion	17	Oct. 4-Nov. 22	N. W. Ayer & Son, Philadelphia
American Agric. Chemical Co., New York	X-O Cleanser	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Feb. 28	Cowan & Dengler, N. Y.
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed. & Fri., 7:30-7:45 P.M.	16	June 7, '40-June 28, '41	Ivey & Ellington, Philadelphia
Boston Herald-Traveler Corp., Boston	Publishers	Bill Cunningham	Sunday, 3:30-3:45 P.M.	15	Mar. 16, 1941	Alley & Richards, Boston
Broadcast Advertising, Boston	Food Products	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Oct. 1, '40-Sept. 29, '41 Sept. 30, '41-Sept. 28, '42	Broadcast Adv., Boston
Calif. Prune & Apricot Growers Assn., San Jose, Calif.	Sunsweet Prunes	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Jan. 1-Dec. 31, '41	Long Adv. Service, San Jose
Calif. Walnut Growers Assn., Los Angeles	Diamond Walnuts	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 23, '40-Mar. 22, '41	McCann-Erickson, San Francisco
Calo Food Products, Los Angeles	Calo Dog Food	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 27-Oct. 24, '41	Brisacher, Davis, Los Angeles
Canada Dry Ginger Ale Co., New York	Canada Dry Products	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-May 30, '41	J. M. Mathes Inc., N. Y.
Chef Boiardi Food Products Co., Milton, Pa.	Chef Boy-Ar-Dee Spaghetti Dinner	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	June 21, '41-June 22, '42	Cecil Presbrey Inc., Chicago
Church & Dwight, New York	Arm & Hammer, Cowbrand Soda	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Feb. 28, '41	Brooke, Smith, French & Dorrance N. Y.
Corn Products Refining Co., New York	Kre-Mel	Morjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-June 6, '41	C. L. Miller Inc., N. Y.
Corn Products Refining Co., New York	Kre-Mel	Yankee Network News Service	Mon.-Fri., 1:00-1:15 P.M.	19	May 26-Nov. 21, '41	C. L. Miller Inc., N. Y.
Cranberry Canners, So. Hanson, Mass.	Oceanspray Cranberries	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Mar. 3-May 9, '41	Harry M. Frost Co., Boston
Deerfoot Farms Co., Southboro, Mass.	Sausage & Bacon	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 1-Dec. 31, '41	Badger & Browning, Boston
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	7	Sept. 29, '40-Apr. 20, '41 Sept. 28, '41-Mar. 22, '42	Ruthrauff & Ryan, N. Y.
Dryden & Palmer, Long Island City	Gravy Master	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Mar. 3-May 30, '41 Oct. 27-Dec. 31, '41	Samuel S. Croot Co., N. Y.
P. Duff & Sons, Pittsburgh, Pa.	Duff's Mixes	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 23, '40-June, '41 Sept. 23, '41-Dec. 23, '41	BBDO., Pittsburgh
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff and Sweeco	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	Oct. 6, '40-Mar. 30, '41 Oct. 5, '41-Mar. 29, '42	Harry M. Frost Co., Boston
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff and Sweeco	Yankee Network News Service	Friday, 1:00-1:15 P.M.	19	Apr. 11-Oct. 3, '41	Harry M. Frost Co., Boston
Empire State Pickling Co., Rochester	Silver Floss Sauerkraut	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Dec. 8-Dec. 31, '41	F. A. Hughes & Co., Rochester
Ex-Lax Inc., Brooklyn	Ex-Lax	Yankee Network News Service	Daily, 1:00-1:15 P.M.	19	Jan. 1-Mar. 29, '41	Jos. Katz Co., Baltimore
Famous Virginia Foods, Inc., Lynchburg, Va.	Foods	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	June 16-Aug. 15, '41	Houck & Co., Richmond, Va.
Feigenspan, Christian, Brewing Co., Newark	P.O.N. Ale & Beer	Jim Britt's Sports Roundup	Wed. & Fri., 6:15-6:30 P.M.	9	Apr. 2-Sept. 26, '41	E. T. Howard Co., N. Y.
Felber Biscuit Co., Columbus	Pennant Crackers	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Feb. 2-Dec. 31, '41	Harry M. Miller Inc., Columbus
Fells & Co., Philadelphia	Fels Naptha Soap and Soap Chips	New England Town Hall Party	Mon., Tues. & Thurs., 9:00-9:15 A.M.	5	May 6, '40-May 1, '41	Young & Rubicam, N. Y. S. E. Roberts, Philadelphia
Wm. Filene's Sons Co., Boston	Dept. Store	Filene's Anniversary Program	Monday, 10:30-11:00 P.M.	4	Sept. 1, 1941	John C. Dowd Co., Boston
First National Stores, Somerville, Mass.	Food Products	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 23, '40-June 21, '41	Badger & Browning, Boston
First National Stores, Somerville, Mass.	Food Products	First National Food News	Tues.-Sat., 9:15-9:30 A.M. Mon.-Sat., 9:15-9:30 A.M.	8 8	June 24-Sept. 20, '41 Sept. 22, '41-June 20, '42	Badger & Browning, Boston
Flako Products Corp., New Brunswick, N. J.	Flakorn (Corn Muffin Mix)	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 23, '40-June 23, '41	H. B. LeQuatte Inc., N. Y.
Florida Citrus Commission, Lakeland, Fla.	Florida Oranges	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	July 7-Oct. 3, '41	Arthur Kudner Inc., N. Y.
Franciscan Fathers, Garrison, N. Y.	Religious	Ave Maria Hour	Sunday, 2:00-2:30 P.M.	4	Apr. 28, '40-Apr. 20, '41	Donald Peterson, N. Y.
Friend Bros., Malden, Mass.	Friend's Beans	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Ingalls-Miniter Co., Boston
Fuji Trading Co., Chicago	Chop Suey Products	First National Food News	Mon.-Sat. 9:15-9:30 A.M.	8	Mar. 27-June 23, '41	Wendel C. Muench & Co., Chicago
General Baking Co., New York	Bond Bread	Gene and Glen	Mon.-Fri. 12:00-12:15 P.M.	3	June 30-Sept. 5, '41 Oct. 6, '41-Jan. 2, '42	Newell-Emmett, New York
Good Luck Food Co., Rochester, N. Y.	Good Luck Desserts	Marjorie Mills	Mon.-Fri. 1:30-2:00 P.M.	7	Jan. 1-June 15, '41 Sept. 15-Dec. 31, '41	F. A. Hughes & Co., Rochester, N. Y.
Gorton Pew Fisheries, Gloucester, Mass.	Codfish Cakes	First National Food News	Mon.-Sat 9:15-9:30 A.M.	8	Jan. 1-Dec. 31, '41	H. B. LeQuatte Inc., N. Y.
Gulf Oil Corp., Philadelphia	Gulf Spray	Marjorie Mills	Mon.-Fri. 1:30-2:00 P.M.	7	May 19-Sept. 5, '41	Young & Rubicam, New York
Habitant Soup Co., Manchester, N. H.	Habitant Pea Soup	First National Food News	Mon.-Sat. 9:15-9:30 A.M.	8	Dec. 23, '40-Mar, '41 Sept. 23, '41-Dec. 23, '41	H. B. LeQuatte Inc., New York

Advertisers Using the Yankee Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Hecker Products Corp., Chicago	Ceresota Flour	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Leo Burnett Co., Chicago
Hills Brothers Co., New York	Dromedary Products	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Biow Co., N. Y.
H. P. Hood & Sons, Charlestown, Mass.	Dairy Products	The Yankee Swopper	Saturday, 6:30-7:00 P.M.	6	Sept. 6, '40-May 31, '41	Harold Cabot Co., Boston
H. P. Hood & Sons, Charlestown, Mass.	Dairy Products	Yankee Network News Service	Tues. & Thurs., 1:00-1:15 P.M.	19	Apr. 28-Aug. 23, '41	Harold Cabot Co., Boston
Geo. A. Hormel & Co., Austin, Minn.	Hormel Products	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 23, '40-Sept. 22, '41	BBDO., Minneapolis
Hubinger Co., Keokuk, Ia.	Elastic Starch	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	May 26-Dec. 31, '41	Ralph Moore Inc., St. Louis
Hytrous Corp., Boston	Hytrous Plant Food	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	June 4-Dec. 31, '41	Wood, Brown & Wood, Boston
International Salt Co., Scranton, Pa.	Sterling Salt	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-June 27, '41 Sept. 29-Dec. 31, '41	J. M. Mathes Inc., N. Y.
C. M. Kimball Co., Everett, Mass.	Red Cap Refresh'r	Marjorie Mills	Mon. -Fri., 1:30-2:00 P.M.	7	Jan. 1-July 4, '41	Wood, Brown & Wood, Boston
Kirkman & Son, Brooklyn	Kirkman Soap	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	N. W. Ayer & Son, N. Y.
Knox Gelatine Co., Inc., Johnstown, N. Y.	Knox Gelatine	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-June 6, '41 Sept. 8-Dec. 5, '41	Kenyon & Eckhardt, N. Y.
Lamont Corliss Co., New York	Nestle's Chocolate	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Cecil & Presbrey, N. Y.
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Campbell-Mithun, Minneapolis
La Rosa Macaroni Co., Brooklyn	Macaroni	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Dec. 22-Dec. 31, '41	M. H. Hackett Inc., N. Y.
Larsen Co., Green Bay, Wis.	Vege-All	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	June 2-Aug. 29, '41	Campbell-Mithun, Minneapolis
Loose-Wiles Biscuit Co., New York	Krispy Crackers	Sunshine Dramatized News	Wed. & Fri., 9:00-9:15 A.M.	10	Jan. 1-Dec. 31, '41	Newell-Emmett, N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Four Corners, U.S.A.	Sunday, 3:00-3:30 P.M.	19	Feb. 17-Aug. 24, '41	J. Walter Thompson Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Yankee Network News Service	Mon.-Sat., 6:00-6:15 P.M.	19	Dec. 30, '40-Sept. 27, '41 Sept. 30, '41-Dec. 30, '41	Lennen & Mitchell, N. Y. J. Walter Thompson Co., N. Y.
Loudon Packing Co., Terre Haute, Ind.	V-8 Cocktail	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Jan. 1-Dec. 31, '41	Western Adv. Agency, Chicago
Maine Development Commission, Augusta, Me.	State of Maine (Agric. & Recreat'l)	Yankee Network Weather Service	Tues. & Thurs., 8:15-8:25 A.M. Wed., Thurs. & Fri., 8:15-8:25 A.M. Tues. & Thurs., 8:15-8:25 A.M.	19 19 19	May 13-Sept. 25, '41 Oct. 15-Nov. 7, '41 Nov. 11-May 7, '42	Brooke, Smith, French & Dorrance, N. Y.
Maltex Co., Burlington, Vt.	Maltex Cereal	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Mar. 21, '41 Sept. 15-Dec. 31, '41	Samuel S. Croot Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Fred Lang Views the News	Mon., Wed. & Fri., 7:15-7:30 A.M.	2	Feb. 17-Nov. 14, '41	Franklin Bruck Adv. Corp., N. Y.
Macfadden Publications, New York	Liberty Magazine	Yankee Network News Service	Wed. & Fri., 6:00-6:15 P.M.	19	July 16-July 25, '41	Erwin Wasey & Co., N. Y.
McKesson & Robbins, Bridgeport, Conn.	Drugs & Toiletries	Yankee Network News Service	Mon.-Fri., 1:00-1:15 P.M.	19	May 12-Nov. 7, '40 Nov. 10-Feb. 6, '42	J. D. Tarcher Co., N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Jan. 1-Dec. 31, '41	Badger & Browning, Boston
Mitsubishi Shoji Kaisha, New York	Three Diamond Crabmeat	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Apr. 28-Aug. 20, '41	Irwin Vladimir & Co., N. Y.
Jos. Middleby Jr., Boston	Midco Ice Cream Mix	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Apr. 7-July 4, '41	Ingalls-Miniter, Boston
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Henri, Hurst & McDonald, Chicago
C. F. Mueller & Co., Jersey City	Macaroni	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Apr. 25, '41	Kenyon & Eckhardt, N. Y.
Narragansett Brewing Co., Cranston, R. I.	Ale and Beer	Yankee Network News Service	Tues., Thurs. & Sat., 6:00-6:15 P.M.	19	Sept. 1, '40-Aug. 30, '41 Sept. 2, '41-Aug. 9, '42	Arthur Braitsch Adv., Providence
New England Confectionery Co., Cambridge	Necco, Skybar, etc.	Yankee Network News Service	Mon., Wed. & Fri., 6:00-6:15 P.M.	19	Jan. 1-June 16, '41	Badger & Browning, Boston
Norwich Pharmacal Co., Norwich, N. Y.	Pepto Bismol and Unguentine	What Burns You UP?	*Monday, 9:30-10:00 P.M. Saturday, 6:30-7:00 P.M.	4 4	June 30-Sept. 22, '41 Sept. 27-Oct. 19, '41	Lawrence C. Gumbinner, N. Y.
Noxzema Chemical Co., Baltimore	Noxzema	The Quiz of Two Cities	Sunday, 4:00-4:30 P.M. Saturday, 7:00-7:30 P.M.	3 3	Oct. 6, '40-May 31, '41 June 7-Dec. 27, '41	Ruthrauff & Ryan, N. Y.
Oakite Products, New York	Oakite	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Mar. 4-June '41 Sept.-Dec. '41	Calkins & Holden, N. Y.
Olney & Carpenter, Wolcott, N. Y.	O. C. Products	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Fuller & Smith & Ross, N. Y.
Penick & Ford, New York	Brer Rabbit Molasses	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-May 2, '41 Sept. 15-Dec. 31, '41	J. Walter Thompson Co., N. Y.
Penick & Ford, New York	My-T-Fine Desserts	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. '41-Dec. 23, '41	J. Walter Thompson Co., N. Y.
Prudence Foods, Boston	Prudence Hash	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Chambers & Wiswell, Boston
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert Tobacco	Jim Britt's Sports Roundup	Tues., Thurs. & Sat., 6:15-6:30 P.M.	18	Sept. 30-Dec. 27, '41	Wm. Esty & Co., N. Y.
Richardson & Robbins, Dover, Del.	R & R Chicken	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Jan. 1-Dec. 31, '41	Chas. W. Hoyt Co., N. Y.
Rockwood & Co., New York	Rockwood Bits	Yankee Network News Service	Mon., Wed. & Fri., 1:00-1:15 P.M.	19	Oct. 7, '40-Apr. 11, '41	Federal Adv. Agency, N. Y.
Rubber Mfrs., Chicago	Cooperative Promotion	Yankee Network News Service	Thursday, 1:00-1:15 P.M. Sunday, 6:00-6:15 P.M.	19	Dec. 5, '40-Feb. 9, '41	Simpers Co., Chicago

(Continued on Page 254)

Advertisers Using the Yankee Network During 1941

[Continued from Page 253]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Scott Paper Co., Chester, Pa.	Scot Towels	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 22-Dec. 19, '41	J. Walter Thompson Co., N. Y.
Shefford Cheese Co., Green Bay, Wis.	Shefford Cheese	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Campbell-Mithun, Minneapolis
Skinner & Eddy Corp., New York	Minute Man Soup	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 23, '40-June '41	Badger & Browning, Boston
Skinner & Eddy Corp., New York	Minute Man Soup	Yankee Network News Service	Tues., Wed. & Thurs., 1:00-1:15 P.M.	19	Sept. 23-Nov. 19, '41	Badger & Browning, Boston
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Yankee Network News Service	Sunday, 6:00-6:15 P.M. Mon., Wed. & Fri., 1:00-1:15 P.M.	19	Nov. 18, '40-Mar. 30, '41	J. D. Tarcher & Co., N. Y.
Smith Bros., Poughkeepsie, N. Y	Cough Drops	Yankee Network News Service	Mon., Wed. & Fri., 6:00-6:15 P.M. Tues. & Thurs., 1:00-1:15 P.M. Sunday, 12:00-12:15 P.M.	19	Nov. 2, '41-Mar. 27, '42	J. D. Tarcher & Co., N. Y.
Socony-Vacuum Oil Co., New York	Mobilgas & Mobiloil	Mobilgas News Service	Mon.-Sat., 8:00-8:15 A.M. Sunday, 8:45-9:00 A.M.	19	Sept. 30, '40-Sept. 29, '41 Sept. 30, '41-Sept. 28, '42	J. Stirling Getchell, Inc. N. Y.
Socony-Vacuum Oil Co., New York	Mobilgas & Mobiloil	Mobilgas News Service	Sun.-Sat., 11:00-11:15 P.M.	19	Sept. 30, '40-Sept. 29, '41 Sept. 30, '41-Sept. 28, '42	J. Stirling Getchell Inc., N. Y.
Stera-Kleen Co., Jersey City	Stera-Kleen (Fasteeth)	Fred Lang Views the News	Tues. & Thurs., 7:15-7:30 A.M.	2	July 1-Sept. 25, '41	Redfield-Johnstone, N. Y.
W. F. Straub & Co., Chicago	Lake Shore Honey	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 23, '40-Mar. 22, '41	Mitchell-Faust Adv. Agency, Chicago
Sun-Rayed Co., Frankfort, Ind.	Kemps Tomato Juice	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-May 30, '41 Sept. 1-Dec. 31, '41	Caldwell-Baker Co., Indianapolis
Jos. Tetley & Co., New York	Tetley Tea	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Blackett-Sample-Hummert, N. Y.
Tide Water Assoc. Oil Co., New York	Tydol & Veedol	Yankee Network News Service	Mon.-Sat., 6:00-6:15 P.M.	19	Dec. 2, '40-Feb. 26, '41	Lennen & Mitchell, N. Y.
Geo. Washington Refining Co., Morris Plains, N. J.	Geo. Washington Broth	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-May 30, '41 Sept. 8-Dec. 21, '41	Cecil & Presbrey, N. Y.
Wesson Oil Sales Co., New Orleans	Wesson Oil	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 1-Dec. 31, '41	Fitzgerald Adv. Agency, New Orleans
Whiting Milk Co., Charlestown, Mass.	Whiting Dairy Prods.	Marjorie Mills	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31, '41	Ingalls-Miniter Co., Boston
Wm. Wrigley Jr. Co., Chicago	Doublemint Chewing Gum	Spreading New England's Fame	Sunday, 6:00-6:30 P.M.	20	Feb. 4, '40-Apr. 20, '41	Neisser-Meyerhoff, Chicago

APPRECIATION
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1941
1942

APPRECIATION to progressive sponsors whose continued recognition of The Yankee Network's coverage and acceptance throughout New England established such outstanding records of cooperation in 1941.

INVITATION to advertisers who want to sell effectively one of America's most prosperous markets by the one combination of stations that is keyed and qualified to deliver consistent results in 1942.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Advertisers Using the Colonial Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Can Co., New York	Keglined Cans	The Amazing Mr. Smith	Monday, 8:30-8:45 P.M.	14	4/7/41-3/30/42 *Cancelled 6/30/41	Young & Rubicam, N. Y.
American Home Products, Corp., New York	Aspertane	John B. Hughes, Commentator	Mon., Thurs., Fri., 12:00-12:15 P.M.	14	6/23/41-6/19/42	Blacket-Sample-Hummert, N. Y
American Safety Razor Co., New York	Treet Blades	Wythe Williams	Tues., Thurs., 8:00-8:15 P.M.	14	9/10/40-9/4/41	Federal Adv. Agency, Boston
Anacin Co., New York	Anacin	Front Page Farrell	Mon., Thurs., Fri., 1:30-1:45 P.M.	15	6/23/41-6/19/42	Blackett-Sample-Hummert, N. Y.
Atlantic Refining Co., Philadelphia	Gasoline	Baseball Games	Tues.-Sat., 3:00-5:00 P.M.	17	4/19/41-10/1/41	N. W. Ayer & Son, Philadelphia
P. Ballantine & Sons, Newark	Beer and Ale	Three Ring Time	Friday, 9:30-10:00 P.M.	20	9/12/41-9/4/42	J. Walter Thompson Co., N. Y.
Barbasol Co., Indianapolis	Shaving Cream	Gabriel Heatter	Sunday, 8:45-9:00 P.M.	2	10/19/41-3/29/42	Erwin Wasey & Co., N. Y.
Bayuk Cigars, Philadelphia	Phillies	Inside of Sports	Tues., Thurs., Sat., 7:45-8:00 P.M.	17	8/5/41-8/1/42	Ivy & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies	Sizing Up the News	Mon., Wed., Fri., 8:00-8:15 P.M.	17	8/4/41-8/1/42	Ivy & Ellington, Philadelphia
Cessna Aircraft Corp., Kansas City	Aircraft	Air Master Defense Program	Sunday, 5:00-5:30 P.M.	4	10/26/41-10/26/41	H. W. Kastor & Sons, Chicago
Coca Cola Co., Atlanta	Coca Cola	Spotlight Bands	Mon.-Fri., 10:15-10:30 P.M. Saturday, 10:15-10:45 P.M.	15	11/3/41-10/30/42	D'Arcy Adv. Co., St. Louis
Community Opticians, Boston	Optical Service	Man at the Ball Park Quiz	Daily Except Sunday, 2:45-3:00 P.M.	5	4/15/41-9/27/41	Commonwealth Adv. Agency, Boston
St. Anthony Friars, Garrison, N. Y.	St. Anthony Hour	St. Anthony Hour	Sunday, 3:00-3:30 P.M.	3	9/8/40-8/31/41	Don Peterson, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing	Mon., Fri., 10:00-10:15 P.M.	14	6/28/40-6/23/41	J. Walter Thompson Co., N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing	Mon., Fri., 10:00-10:15 P.M.	16	6/27/41-6/22/42	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Wheaties	All-American Boy	Mon.-Fri., 5:30-5:45 P.M.	7	9/29/41-6/26/42	Knox Reeves Adv., Minneapolis
General Mills, Minneapolis	Wheaties	The Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	14	5/5/41-5/1/42	Blackett-Sample-Hummert, N. Y.
General Mills, Minneapolis	Wheaties	Baseball Games	Tues.-Sat., 3:00-5:00 P.M.	17	4/19/41-10/1/41	Knox-Reeves Adv., Minneapolis
Gillette Safety Razor Co., Boston	Blue Blades	Boxing Bouts	10:00 P.M. to Conclusion	15	6/18/41—	Maxon Inc., N. Y.
Gospel Broadcasting Assn., California	Religious	Religious	Sunday, 9:00-10:00 P.M.	13	12/29/40-12/21/41	R. H. Alber & Co., Los Angeles
Gospel Broadcasting Assn., California	Religious	Religious	Sunday, 9:00-10:00 P.M.	18	3/30/41-3/22/42	R. H. Alber & Co., Los Angeles
Howard Clothes, New York	Clothes	Bulldog Drummond	Sunday, 6:30-7:00 P.M.	3	4/6/41-6/22/41	Redfield-Johnstone, N. Y.
Howard Clothes, New York	Clothes	Bulldog Drummond	Sunday, 6:30-7:00 P.M.	3	9/28/41-3/22/42	Redfield-Johnstone, N. Y.
House of Old Molineaux Wines, Boston	Wines	For Your Information	Thursday, 8:30-8:45 P.M.	3	12/4/41-11/26/42	Rossi & Hirshon, New Bedford, Mass.
Knox Gelatine Co., Johnstown, N. Y.	Gelatine	Cottonbowl Football Game	Wednesday, 2:00 P.M. to Conclusion	8	1/1/41-1/1/41	Kenyon & Eckhardt, N. Y.
Land O'Lakes Creameries, Minneapolis	Butter	Boake Carter	Mon., Wed., Fri., 4:45-5:00 P.M.	5	10/20/41-7/17/42	Campbell-Mithum, Minneapolis
V. La Rosa Co., New York	Macaroni	La Rosa Italian Melodies	Daily Including Sunday, 12:30-1:00 P.M.	3	9/11/40-9/10/41	Commercial Radio Service, N. Y.
V. La Rosa Co., New York	Macaroni	La Rosa Italian Melodies	Daily Including Sunday, 12:30-1:00 P.M.	3	9/11/41-9/10/42	Commercial Radio Service, N. Y.
V. La Rosa Co., New York	Macaroni	Antonini Concert Series	Tuesday, 8:30-9:00 P.M.	4	11/12/40-5/6/41	Commercial Radio Service, N. Y.
V. La Rosa Co., New York	Macaroni	Antonini Concert Series	Tuesday, 8:30-9:00 P.M.	5	2/25/41-5/6/41	Commercial Radio Service, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Soldiers Quiz	Saturday, 8:00-8:30 P.M.	18	2/8/40-5/3/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Soldiers Quiz	Saturday, 8:00-8:30 P.M.	18	5/10/41-8/2/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Soldiers Quiz	Saturday, 8:00-8:30 P.M.	19	8/9/41-9/27/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Soldiers Quiz	Saturday, 8:00-8:30 P.M.	18	10/4/41-11/1/41	Lennen & Mitchell, N. Y.
Lutheran Laymen's League, Missouri	Religious	Religious	Sunday, 1:30-2:00 P.M.	9	10/27/40-4/20/41	Kelly, Stuhlman & Zahrndt, St. Louis
Lutheran Laymen's League, Missouri	Religious	Religious	Sunday, 1:30-2:00 P.M.	9	10/19/41-4/12/42	Kelly, Stuhlman & Zahrndt, St. Louis
Marrows Inc., Chicago	Mar-O-Oil	George Fisher, Hollywood Reporter	Sunday, 2:15-2:30 P.M.	15	9/28/41-9/20/42	Hays Macfarland & Co., Chicago
Pabst Sales Co., Chicago	Pabst Beer	Sales Meeting	Saturday, 10:30-11:00 A.M.	11	3/15/41-3/15/41	Lord & Thomas Co., Chicago
Parker Pen Co., Janesville, Wis.	Pens	Walt Disney's Song Parade	Sunday, 3:30-3:45 P.M.	15	10/5/41-12/28/41	Blackett-Sample-Hummert, N. Y.
Pharmaco Inc., Newark	Feenamint and Chooz	Double or Nothing	Sunday, 6:00-6:30 P.M.	14	9/28/41-9/20/42	Wm. Esty & Co., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline	Confidentially Yours	Wednesday, 7:30-7:45 P.M.	7	1/2/41-3/27/41	Hixson-O'Donnell Adv., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline	Confidentially Yours	Thursday, 7:30-7:45 P.M.	2	4/3/41-12/25/41	Hixson-O'Donnell Adv., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline	Confidentially Yours	Tues., Thurs., Sat., 7:30-7:45 P.M.	5	4/1/41-12/27/41	Hixson-O'Donnell Adv., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline	Confidentially Yours	Wednesday, 7:45-8:00 P.M.	1	5/21/41-12/24/41	Hixson-O'Donnell Adv., N. Y.
Schlitz American Legion Post 411, Boston	Variety Show	Variety Show	Saturday, 9:30-10:30 P.M.	2	8/30/41-8/30/41	McJunkin Adv. Co., Chicago
R. B. Semler Inc., New York	Kreml	Gabriel Heatter	Mon., Wed., Fri., 9:00-9:15 P.M.	2	8/25/41-12/26/41	Erwin Wasey & Co., N. Y.
R. B. Semler Inc., New York	Kreml	Gabriel Heatter	Mon., Wed., Fri., 9:00-9:15 P.M.	2	12/15/41-1/2/42	Erwin Wasey & Co., N. Y.
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	13	9/30/40-7/4/41	Blackett-Sample-Hummert, N. Y.
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	7	9/29/41-6/26/42	Blackett-Sample-Hummert, N. Y.
Wheeling Steel Corp., Wheeling	Steel	Wheeling Steel Makers	Sunday, 5:00-5:30 P.M.	13	1/5/41-6/29/41	Critchfield & Co., Chicago
White Labs., Newark	Feenamint and Chooz	Double or Nothing	Sunday, 6:00-6:30 P.M.	12	9/29/40-9/21/41	Wm. Esty & Co., N. Y.
Young People's Church of the Air, Philadelphia	Religious	Religious	Sunday, 5:30-6:00 P.M.	14	10/19/41-4/12/42	Ivy & Ellington, Philadelphia

Advertisers Using the Don Lee Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Home Products, New York	Anacin	Front Page Farrell	Mon.-Fri., 9:30-9:45 A.M.	32	June '41-June '42	Blackett-Sample-Hummert, N. Y.
American Home Products, New York	Aspertane	News by John B. Hughes	Mon.-Fri., 9:00-9:15 A.M.	32	June '41-June '42	Blackett-Sample-Hummert, N. Y.
American Safety Razor Corp., New York	Star Razors	Wythe Williams	Tues. & Thurs., 7:30-7:45 P.M.	32	Sept. '40-Sept. '41	Federal Adv. Agency, N. Y.
Axton-Fisher Tobacco Co., Louisville	Spuds & Twenty Grands	Danger Is My Business	Mon. & Wed., 7:15-7:30 P.M.	6	June '41-Nov. '41	Weiss & Geller, Chicago
P. Ballantine & Sons, New York	Ballatine Beer & Ale	Three Ring Time	Friday, 6:30-7:00 P.M.	15	Sept. '41-Dec. '41	J. Walter Thompson Co., N. Y.
Barbasol Co., Indianapolis	Bost Toothpaste	Gabriel Heatter	Sunday, 7:00-7:15 P.M.	6	Apr. '41-Mar. '42	Erwin, Wasey & Co., N. Y.
Bayuk Cigars, Philadelphia	Phillies	Inside of Sports	Tues., Thurs., Sat., 7:15-7:30 P.M.	6	July '40-June '41 Aug. '41-Aug. '42	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies	Cal Tinney	Mon., Wed., Fri., 9:15-9:30 P.M.	6	Aug. '41-Aug. '42	Ivey & Ellington, Philadelphia
George Belsey Co., Los Angeles	Electrical Equipment	They Say Today	Mon., Wed., Fri., 5:15-5:30 P.M.	5	May '41-Aug. '41	Dan B. Miner Co., Los Angeles
Blackstone Products Co., New York	Aspertane	John B. Hughes	Mon., Wed., Fri., 6:30-6:45 P.M.	6	Jan. '41-May '41	Raymond Spector Co., N. Y.
Bond Stores, New York	Clothing (Men's)	News	Sun., Tues., Wed., Thurs., Fri., 10:30-10:45 P.M. Mon.-Sat., 7:45-8:00 A.M.	2 2	Jan. '41-Dec. '41 Apr. 41-Apr. '42	Neff-Rogow, N. Y.
Bristol-Myers Co., New York	Minit Rub	News	Mon., Wed., Fri., 7:45-8:00 A.M.	..	July '40-Apr. '41	Young & Rubicam, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	News with Stearns	Tues., Thurs., Sat., 6:15-6:30 P.M.	32	June '41-June '42	Russel M. Seeds Co., Chicago
Cal. State Federation of Labor, Los Angeles	The American Way	Our America	Monday, 8:00-8:30 P.M.	16	Nov. '41-Nov. '42	Allied Adv. Agencies, Los Angeles
Coca Cola Bottling Co., Atlanta	Coca Cola	Spotlight Bands	Mon.-Fri., 7:15-7:30 P.M. Saturday, 7:15-7:45 P.M.	32	Nov. '41-Nov. '42	D'Arcy Adv. Co., N. Y.
Dr. B. L. Corley, San Francisco	Health Foods	Dr. Corley	Saturday, 9:45-10:00 A.M.	8	Sept. '41-Sept. '42	Rufus Rhoades & Co., San Francisco
Crew of Good Ship Grace, Los Angeles	Religious	Haven of Rest	Sunday, 3:00-3:30 P.M.	32	Oct. '41-Oct. '42	Cochran Adv. Agency, Los Angeles
Denalan Co., San Francisco	Denalan	Canary Chorus	Sunday, 10:30-10:45 A.M.	3	Sept. '41-Sept. '42	Rufus Rhoades & Co., San Francisco
Federal Outfitting Co., Los Angeles	Clothing	Radio Charades	Friday, 7:15-7:30 P.M.	3	Jan. '41-Apr. '41	Heintz-Pickering & Co., Los Angeles
Zonite Products, New York	Forhan's Toothpaste	Gabriel Heatter	Tues. & Thurs., 6:00-6:15 P.M.	2	Oct. '41-Oct. '42	Erwin, Wasey & Co., N. Y.
General Cigar Co., New York	White Owl	Raymond Gram Swing	Mon. & Fri., 6:00-6:15 P.M.	32	June '40-June '41	J. Walter Thompson Co., N. Y.
General Foods Corp., New York	Post's 40% Bran Flakes	As The Twig Is Bent	Mon.-Fri., 2:15-2:30 P.M.	32	Mar. '41-Dec. '41	Benton & Bowles, N. Y.
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:45-6:00 P.M.	32	Sept. '41-June '42	Knox Reeves Adv., Minneapolis
Gillette Safety Razor Co., Boston	Razors, etc.	World Series Fights	Wed., 10:15 until completion Through Wed.—1 week Whenever Scheduled	32 32	Oct. '41-Oct. '41 June '41-June '42	Maxon Inc., Detroit
Gilmore Oil Co., Los Angeles	Petroleum Products	War Letters	Mon.-Fri., 9:15-9:20 A.M.	4	May '41-Sept. '41	Ruthrauff & Ryan, Los Angeles
Gospel Broadcasting Assn., Los Angeles	Religious	Old Fashioned Revival Hour	Sunday, 5:00-6:00 P.M.	32	Mar. '41-Mar. '42	R. H. Alber Co., Los Angeles
Healthaids, Inc., New Jersey	Serutan	Serutan News Victor Lindlahr	Mon. & Wed., 6:30-6:45 P.M. Mon., Wed., Fri., 11:00-11:30 A.M.	6 2	Jan. '41-Jan. '42 Sept. '40-Nov. '41	Raymond Spector Co., N. Y. Ruthrauff & Ryan, N. Y.
Iglehart Brothers, New York	Swansdown	The Johnson Family	Mon., Wed., Fri., 1:30-1:45 P.M.	15	Mar. '41-Mar. '42	Young & Rubicam, N. Y.
Illinois Industrial Commission, Chicago	State of Illinois	Musical Show	Monday, 6:30-7:00 P.M.	32	Dec. '41-Dec. '42	McJunkin Adv. Co., Chicago
Interstate Bakeries Corp., Los Angeles	Bread	The Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	8	Jan. '41-Aug. '42	Scholts Adv. Service, Los Angeles
Langendorf United Bakeries, San Francisco	Bread	News	Mon.-Fri., 2:30-2:45 P.M. Mon.-Fri., 5:15-5:30 P.M.	26 26	Sept. '40-Sept. '41 Sept. '41-Sept. '42 Sept. '40-Sept. '41 Sept. '41-Sept. '42	Leon Livingston Adv., San Francisco
Aubrey Lee, Los Angeles	Religious	Sky Pilot	Sunday, 8:30-9:00 A.M.	16	Mar. '41-June '41	Lisle Sheldon, Los Angeles
Look Magazine, New York	Magazine	John B. Hughes	Friday, 6:30-6:45 P.M.	6	Jan. '41-June '41	Raymond Spector Co., N. Y.
Los Angeles Soap Co., Los Angeles	Sierra Pine	News—Norman Nesbitt	Mon.-Fri., 7:00-7:15 A.M. Mon.-Fri., 8:30-8:45 A.M.	31 1	Jan. '41-Jan. '42	Raymond R. Morgan, Los Angeles
Lutheran Layman's League, St. Louis	Religious	Lutheran Hour	Sunday, 1:00-1:30 P.M.	32	Oct. '41-Apr. '42	Kelly, Zahrndt & Kelly, St. Louis
Macfadden Publications, New York	Liberty Magazine	Gabriel Heatter	Thurs. & Sat., 7:00-7:15 P.M.	3	Dec. '40-Dec. '41	Erwin, Wasey & Co., N. Y.
Marrow's Inc., Chicago	Marrow Oil Shampoo	Hollywood Whispers	Tues. & Thurs., 10:15-10:30 A.M. Sunday, 11:45-12:00 Noon	20 20	Jan. '41-July '41 Sept. '41-Sept. '42	Hays MacFarland & Co., Chicago
Dr. John Matthews, Los Angeles	Religious	Dr. Matthews	Saturday, 9:00-9:30 A.M.	8	July '41-Jan. '42	Tom Westwood Adv., Los Angeles
Dr. Miles California Co., Los Angeles	Alka Seltzer	Friendly Neighbors News News	Mon.-Fri., 11:00-11:15 A.M. Sat. & Sun., 10:00-10:15 A.M. Sun.-Sat., 9:00-9:15 P.M.	32 32 32	Jan. '41-June '41 June '41-Jan. '42 Jan. '41-Jan. '42	Associated Adv. Agency, Los Angeles
Moose Lodge, Visalia	....	Gordon Garland Class	Tuesday, 10:15-10:30 P.M.	15	Nov. '41 (18th only)	Richard F. Connor, Adv., Manhattan Beach, Cal.
Neighbors of Woodcraft, Portland	Insurance	Neighbors of Woodcraft	Tues. & Thurs., 8:00-8:30 A.M.	32	Jan. '41-Apr. '41	Mac Wilkins & Cole, Portland, Ore.
Nesbitt Fruit Products, Los Angeles	Fruit Products	Passing Parade	Mon., Wed., Fri., 5:15-5:30 P.M.	19	May '41-Aug. '41	Walter K. Neill Inc., Los Angeles
Noxzema Chemical Co., Baltimore	Noxzema	Quiz of Two Cities	Friday, 8:30-9:00 P.M. 8:00-8:30 P.M.	2	Oct. '40-Oct. '41 Oct. '41-Jan. '42	Ruthrauff & Ryan, N. Y.

Advertisers Using the Don Lee Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Pacific Greyhound Bus Lines, San Francisco	Transportation	Romance of the Highways	Sunday, 10:15-10:30 A.M.	25	Sept. '40-Aug. '42	Beaumont & Hohman, San Francisco
Parker Pen Co., Janesville, Wis.	Quink	Walt Disney Parade	Sunday, 12:30-12:45 P.M.	32	Oct. '41-Dec. '41	Blackett-Sample-Hummert, Chicago
Wellman Peck & Co., San Francisco	Canned Vegetables	Hero of the Week	Sunday, 4:30-4:45 P.M.	10	Mar. '41-Feb. '42	Theo. H. Segall Adv., San Francisco
Personal Finance Co., Newark, N. J.	Loans	Paradise Isle	Sunday, 10:30-11:00 P.M.	4	May '41-May '42	Anderson, Davis & Platte, N. Y.
Plough Inc., Memphis	Penetro, St. Joseph Asp., etc.	Musical Clock	Mon., Wed., Fri., 7:15-7:30 A.M.	32	Sept. '41-Sept. '42	Lake-Spiro-Shurman, Memphis
Quaker Oats Co., Chicago	Quaker Puffed Wheat & Rice	Orphan Annie	Mon.-Fri., 6:00-6:15 P.M. Mon.-Fri., 4:45-5:00 P.M.	5 32	Jan. '41-Apr. '41 Sept. '41-Mar. '42	Ruthrauff & Ryan, N. Y.
Roma Wine Co., Fresno	Roma Wines	Roma Wine News	Mon., Wed., Fri., 6:30-6:45 P.M.	10	July '41-June '42	Cesana & Assoc., Los Angeles
Sealy Mattress Co., Los Angeles	Mattresses	Layman's Views of the News by Alvin	Sundays, 9:15-9:30 A.M.	2	Oct. '41-Oct. '42	Alvin Wilder Adv., Los Angeles
Seiberling Rubber Co., Akron	Rubber Products	Texas Jim & His Gang	Mon., Wed., Fri., 7:15-7:30 A.M.	16	Apr. '41-June '41	Meldrum & Fewsmith, Cleveland
R. B. Semler Inc., New York	Kreml Hair Tonic	Gabriel Heatter	Wednesday, 7:00-7:15 P.M. Mon. & Fri., 7:00-7:15 P.M.	6 6	Dec. '40-Dec. '41 Mar. '41-Dec. '41	Erwin, Wasey & Co., N. Y.
Signal Oil Co., Los Angeles	Petroleum Products	Leland Stowe	Tues. & Thurs., 7:00-7:15 P.M.	32	May '41-May '41	Barton A. Stebbins Adv., Los Angeles
Spreckels Sugar Co., San Francisco	Honey Dew Sugar	News	Mon., Wed., Fri., 8:30-8:45 A.M.	16	Jan. '41-Jan. '42	J. Walter Thompson Co., San Francisco
Standard Oil Co., of Cal., San Francisco	Petroleum Products	Standard School of the Air Standard Symphony	Thursday, 11:15-11:45 A.M. Thursday, 8:00-9:00 P.M.	32 32	Oct. '40-May '41 Oct. '41-May '42 Oct. '40-Sept. '41 Oct. '41-Sept. '42	McCann-Erickson, San Francisco
Studebaker Corp., South Bend	Automobiles	John B. Hughes—News	Tues., Thurs., Sat., 11:00-10:15 P.M.	32	Sept. '41-Dec. '41	Roche, Williams & Cunnyngham, Chicago
Tayton Co., Los Angeles	Cosmetics	Jimmie Fidler	Friday, 6:15-6:30 P.M.	14	Aug. '41-Nov. '41	BBDO, Los Angeles
Teagarden Products Co., San Francisco	Syrups, Jelly, Jam, etc.	Breakfast Club	Thursday, 8:00-8:15 A.M.	16	Oct. '41-Jan. '42	Erwin, Wasey & Co., San Francisco
Tidewater Associated Oil Co., San Francisco	Petroleum Products	Football Games	Saturday, 1:45-4:00 P.M. (8 Full Games)	32	Sept. '40-Dec. '41	Lord & Thomas, San Francisco
Voice of Prophecy, Los Angeles	Religious	Voice of Prophecy	Sunday, 9:15-9:45 P.M.	18	Sept. '41-Oct. '41 Oct. '41-Sept. '42	Jack Parker & Assn., Los Angeles
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M. Mon.-Fri., 5:30-5:45 P.M.	32 32	Sept. '40-July '41 Sept. '41-June '42	Blackett-Sample-Hummert, Chicago
Wheeling Steel Corp., Wheeling	Steel Products	It's Wheeling Steel	Sunday, 1:00-1:30 P.M.	32	Sept. '40-June '41	Critchfield & Co., Chicago
White Labs., Newark	Feenamint & Chooz	Double or Nothing	Monday, 8:30-9:00 P.M.	32	Sept. '40-Sept. '41 Sept. '41-Sept. '42	Wm. Esty & Co., N. Y.
Yellow Cab Co., San Francisco	Transportation	Story Teller	Tues. & Thurs., 9:15-9:30 P.M.	2	Nov. '41-Nov. '42	Rufus Rhoades & Co., San Francisco
Young People's Church of the Air, Philadelphia	Religious	Young People's Church of the Air	Sunday, 1:30-2:00 P.M.	32	Oct. '41-Oct. '42	Ivy & Ellington, Philadelphia

How Green Is My Valley?

PLENTY!

The Don Lee Broadcasting System has now completed the last important link in the Pacific Coast's only network covering every one of the 32 important Pacific Coast Markets, with the addition on station KFRE in Fresno, the biggest market in the rich agricultural San Joaquin Valley. *Now* every important market on the Pacific Coast is covered by a local Don Lee station. More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station. If you have a sales message for the radio listeners in Fresno . . . if you have a message for any of the 10,000,000 people on the Pacific Coast, buy the network Pacific Coast advertisers prefer* . . . Don Lee.

**Don Lee carries more Pacific Coast network business than the other three networks combined.*

MUTUAL

DON LEE

Don Lee Studios — 5515 Melrose Ave.
Hollywood, Calif.
Thomas S. Lee, President • Lewis Allen Weiss,
Vice-Pres. & Gen. Mgr.

Advertisers Using Michigan Radio Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Altes Brewing Co., Detroit	Beer	Baseball Extra	Mon., Wed., Fri., 6:45-7:00 P.M.	7	3/4/41-4/14/41	MacManus, John & Adams, Detroit
Altes Brewing Co., Detroit	Beer	Fan on the Street	Mon.-Sat., 6:45-7:00 P.M.	7	Throughout 1941 Baseball Season	MacManus, John & Adams, Detroit
American Economic Foundation	....	Wake Up America	Monday, 9:00-10:00 P.M.	7	9/2/40-5/26/41	Bayless-Kerr Co.
Berry Brothers, Detroit	Paint	Day in Review	Mon., Wed., Fri., 6:15-6:30 P.M.	7	9/22/41-6/19/42	Fred M. Randall Co.
Commercial Credit Co., Baltimore	Finance	Day in Review	Mon., Wed., Fri., 6:15-6:30 P.M. Tues., Thurs., Sat., 6:30-6:45 P.M.	6 7	6/23/41-9/19/41 3/25/41-6/21/41	O'Dea, Sheldon & Canaday, N. Y.
Detroit Auto Inter-Insurance Exchange	Auto Insurance	....	15 min. after baseball games	7	1941 baseball season	Stockwell & Marcuse, Detroit
Detroit Auto Inter-Insurance Exchange	Auto Insurance	Bud Shaver Sports	Saturdays, 15 min. following U of M games—NBC games	7	9/27/41 to end of 1941 U of M schedule	Stockwell & Marcuse, Detroit
Drewery's Ltd., South Bend	Ale	Pete & Earl	Tues. & Thurs., 6:15-6:30 P.M.	7	3/4/41-2/26/42	R. A. Moritz Adv. Co., Davenport, Ia.
Farmers & Mfrs. Beet Sugar Assn.	Michigan Beet Sugar	Edgar Guest	Mon. & Wed., 10:00-10:15 A.M.	7	11/10/41-5/6/42	Zimmer-Keller
Ford Dealers Adv. Fund, Detroit	Cars	Michigan State Police Story	Wednesday, 7:00-7:30 P.M.	9	6/19/40-9/11/40	McCann-Erickson, Detroit
Ford Dealers Adv. Fund, Detroit	Cars	Ford Farm Market Reports	Mon.-Fri., 12:15-12:30 P.M.	8	6/9/41-12/5/41	McCann-Erickson, Detroit
Ford Dealers Adv. Fund, Detroit	Cars	U. of Mich. Football	Saturday, approx 1:55 P.M.	9	9/27/41-11/22/41	McCann-Erickson, Detroit
Peter Fox Brewing Co., Chicago	Beer	Football Forecast	Friday, 9:30-9:45 P.M.	8	10/11/40-1/3/41	Schwimmer & Scott, Chicago
Fox DeLuxe Brewing Co., Grand Rapids	Beer	Let's Swing It	Mon.-Sat., 5:45-6:00 P.M.	8	4/15/41-10/4/41	Schwimmer & Scott, Chicago
Gospel Broadcasting Assn., Los Angeles	Religion	Old Fashioned Revival Hour	Sunday, 3:00-4:00 P.M.	6	10/6/40-12/29/40	R. H. Alber Co., Los Angeles
General Mills, Minnesota	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	6	9/29/41-5/29/42	Knox Reeves, Minneapolis
Walter H. Johnson Candy Co., Chicago	Power House Candy Bar	Ned Jordan, Secret Agent	Tuesday, 7:30-8:00 P.M.	9	8/13/40-3/18/41	Franklin Bruck Adv. Corp., N. Y.
Hickok Oil Corp., Toledo	Hi-Speed Gasoline	The Factfinder	Mon., Wed., Fri., 6:15-6:30 P.M.	6	6/29/36-9/26/41	Miller Agency Co., Toledo
P. Lorillard Co., New York	Sensation Cigarettes	Short, Short Stories	Wed. & Fri., 6:45-7:00 P.M.	8	11/27/40-5/25/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Union Leader, Beechnut	Market Reports	Mon.-Fri., 12:15-12:30 P.M.	7	1/6/41-7/4/41	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Tobacco	Martha Mears	Tues. & Thurs., 6:45-7:00 P.M.	8	10/22/40-1/16/41	Lennen & Mitchell, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	News in Review	Mon., Wed., Fri., 6:30-6:45 P.M. Tues., Thurs., Sat., 6:30-6:45 P.M.	7 7	12/16/40-6/13/41 6/16/41-12/13/41	Franklin Bruck Adv. Agency, N. Y.
North American Coffee Co., Port Huron, Mich.	Coffee	Dunkers Club	Tues. & Thurs., 8:45-9:00 A.M.	8	9/30/41-6/25/42	Bullard Agency, Port Huron, Mich.
Pfeiffer Brewing Co., Detroit	Beer	Pro-Football	Sunday—1941 Pro. Football Season	9	9/4/41-11/30/41	Maxon Inc., Detroit
Schmidt Brewing Co., Detroit	Beer	Barrell of Fun	Thursday, 7:30-8:00 P.M.	8	4/4/31-9/25/41	Simons-Michelson Co., Detroit
Schmidt Brewing Co., Detroit	Beer	Bud Shaver	Saturdays, preceding Mich. Football—15 min.	8	9/27/41-11/22/41	Simons-Michelson Co., Detroit
Socony-Vacuum Oil Co., New York	Mobilgas	Baseball	Detroit Tigers Season	11	....	J. Sterling Getchell Inc., N. Y.
United Drug Co., Boston	Rexall	Parade of Stars	Tues., Thurs., Sat., Sun., 15 min.	8	2/28/41-2/27/42	Spot Broadcasting, N. Y.
Webb Coal Co., Detroit	Coal	Bob McLean	Wed.-Fri , 8:45-9:00 A.M.	8	10/15/41-till forbid	Direct
Wander Co., Chicago	Ovaltine	Capt. Midnight	Mon.-Fri., 5:45-6:00 P.M.	6	9/29/41-6/26/42	Blackett-Sample-Hummert, Chicago

(say they):

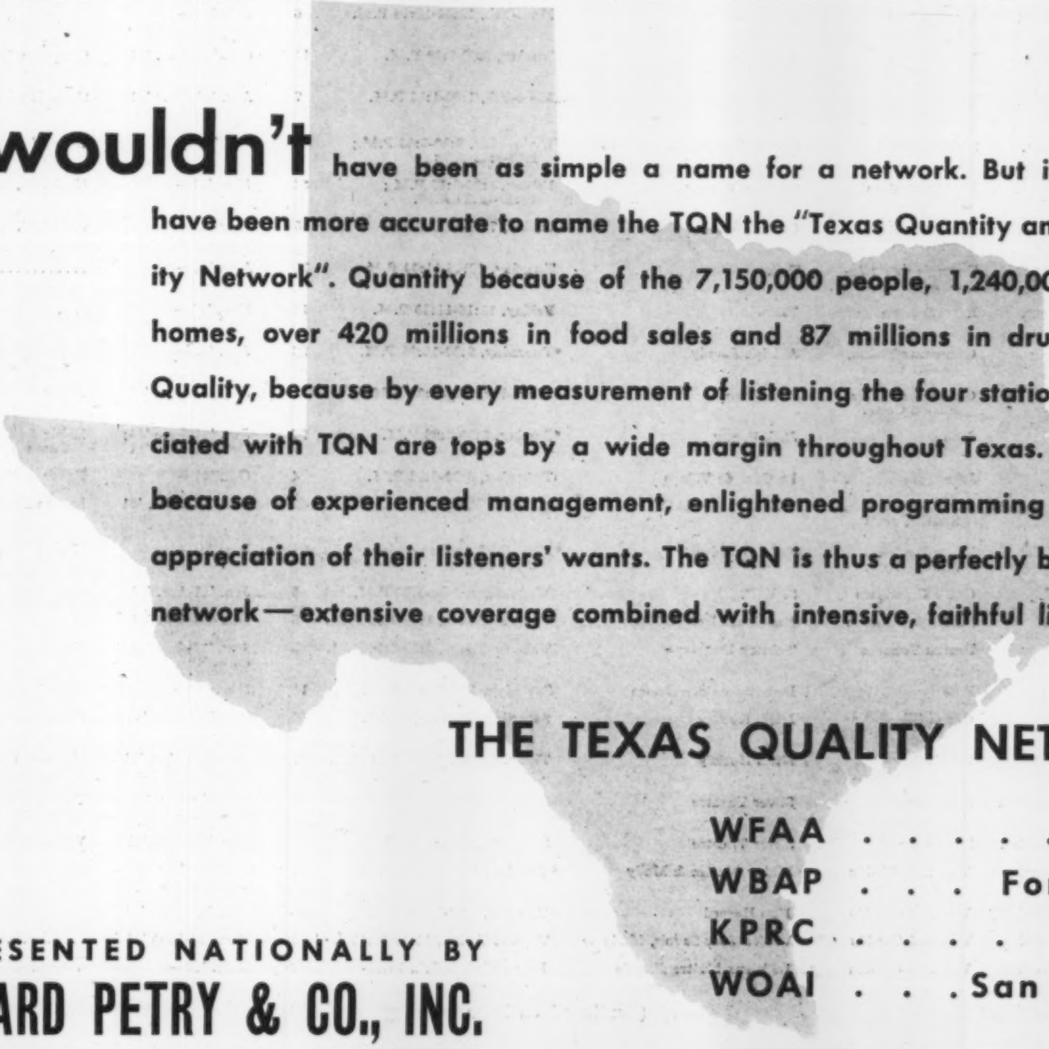
"The *only* way to sell Michigan.. *quickly* and at *low cost!*"

MICHIGAN RADIO NETWORK

KING-TRENDLE BROADCASTING CORPORATION (WXYZ—DETROIT)

Advertisers Using the Texas Quality Network During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Interstate Cotton Oil Rfg. Co., Sherman, Tex.	Mrs. Tucker's Shortening	Mrs. Tuckers Smile	Mon., Wed., Fri., 12:15-12:30 P.M.	2	4/2/37-1942	Crook Adv. Agency, Dallas
Employers Casualty Co., Dallas	Casualty Insurance	Music Parade	Sunday, 2:30-2:45 P.M.	3	2/10/35-1942	Ira E. Dejernett Adv. Service, Dallas
Interstate Circuit, Dallas	Picture Theaters	Show Time	Sunday, 8:45-9:15 P.M.	3	8/3-9/21/41	Segall & Weedin, Houston
Wholesalers & Mfgrs. Assn., Dallas	Dallas Market	Lady be Lovely	Tues. & Thurs., 4:30-5:00 P.M. Friday, 9:30-9:45 P.M.	3 3	6/24-8/19/41 8/29-9/19/41	Rogers & Smith, Dallas
Imperial Sugar Co., Sugarland, Tex.	Imperial Sugar	Rhythm Rally Melody Souvenirs, Songs to Remember	Mon., Wed., Fri., 8:45-9:00 A.M.	3	10/1/37-1942	Tracy-Locke-Dawson, Dallas
Houston Milling Co., Houston	American Maid Flour	Come & Get It	Mon., Wed., Fri., 11:45-12:00 A.M.	2	4/21/41-1942	Segall & Weedin, Houston
Duncan Coffee Co., Houston	Bright & Early Coffee	Bright & Early Choir	Sunday, 9:00-9:30 A.M.	3	9/11/38-1942	Steele Adv. Agency, Houston
Duncan Coffee Co., Houston	Admiration Coffee	Missing Persons	Mon.-Fri., 8:15-8:30 A.M.	3	9/29/41-1942	Steele Adv. Agency, Houston
Gulf Brewing Co., Houston	Grand Prize Beer	Headliners	Mon.-Fri., 6:45-7:00 P.M.	3	10/1/40-1942	Rogers-Gano Adv. Agency, Houston
Gulf Brewing Co., Houston	Grand Prize Beer	Headliners Football Preview	Saturday, 2:05-2:20 P.M.	3	9/27-12/6/41	Rogers-Gano Adv. Agency, Houston
Gulf Brewing Co., Houston	Grand Prize Beer	Streamlined Scoreboard	Saturday, 5:15-5:30 P.M.	3	9/27-12/6/41	Rogers-Gano Adv. Agency, Houston
Humble Oil & Refining Co., Houston	Petroleum Products	Football	Saturday Afternoon or Evening	3	10/3/36-12/6/41 During Football Season	Franke-Wilkinson-Schiwetz, Houston
South Texas Cotton Oil Co., Houston	Crustene Shortening	Crustene Ranch Party	Tuesday, 7:30-8:00 P.M.	3	7/11/41-1942	Segall & Weedin, Houston
Burrus Mill & Elevator Co., Fort Worth	Light Crust Flour	Light Crust Doughboys	Mon.-Fri., 12:30-12:45 P.M.	3	9/11/34-1942	Rowland Broiles, Fort Worth
Crazy Mineral Water Co., Fort Worth	Crazy Crystals	Your Crazy Gang	Mon.-Fri., 12:45-1:00 P.M.	3	9/11/34-1942	Rogers & Smith, Dallas
Hawk & Buck Co., Fort Worth	Hawk Brand Work Clothes	Red Hawks	Saturday, 12:30-12:45 P.M.	3	1/4/36-1942	P. J. Beyett Jr., Fort Worth
Texas Retail Grocers Assn., Dallas	Independent Grocers	We, Who Are Young	Tues. & Thurs., 4:45-5:00 P.M.	3	10/14/41-1942	Direct
Chattanooga Medicine Co., Chattanooga	Black Draught	Tom Dickey	Mon.-Fri., 6:45-7:00 A.M.	2	9/16/40-1942	Nelson Chessman, Chattanooga



It wouldn't have been as simple a name for a network. But it would have been more accurate to name the TQN the "Texas Quantity and Quality Network". Quantity because of the 7,150,000 people, 1,240,000 radio homes, over 420 millions in food sales and 87 millions in drug sales. Quality, because by every measurement of listening the four stations associated with TQN are tops by a wide margin throughout Texas. Quality because of experienced management, enlightened programming and an appreciation of their listeners' wants. The TQN is thus a perfectly balanced network — extensive coverage combined with intensive, faithful listening.

THE TEXAS QUALITY NETWORK

WFAA . . . . . . Dallas
WBAP . . . Fort Worth
KPRC . . . . . Houston
WOAI . . . San Antonio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

Advertisers Using Canadian Broadcasting Corp. Networks During 1941

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campbell Soup Co., New Toronto	Soup	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	3	Apr. '41-Apr. '42	Cockfield, Brown & Co. Toronto
Carnation Co., Toronto	Milk	Contented Program	Monday, 10:00-10:30 P.M.	32	Apr. '41-Sept. '41	Baker Adv. Agency, Toronto
Carnation Co., Toronto	Milk	Le quart d'Heure de detente	Tues. & Thurs., 10:30-10:45 A.M.	4	Oct. '41—	Baker Adv. Agency, Toronto
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste, Palmolive Soap, Princess Soap Flakes	Happy Gang	*Mon.-Fri., 2:00-2:30 P.M.	33	Jan. '41-June '41; Sept. '41-Dec. '41	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste & Halo	Guy Lombardo	*Saturday, 9:00-9:30 P.M.	30	Sept. '41-Oct. '41	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet	Musical Beauty Box	Thursday, 9:00-9:30 P.M.	33	Oct. '41—	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet	Sweet and Swing	Saturday, 8:00-8:30 P.M.	32	Jan. '41-June '41	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Shave Cream & Cue	Share the Wealth	Saturday, 8:30-9:00 P.M.	32	Jan. '41-June '41; Oct. '41-Dec. '41	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste, Palmolive Soap & Halo	Les Joyeux Troubadours	Mon.-Fri., 11:30-12:00 Noon	5	Oct. '41—	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet	La Mine d'Or	Tuesday, 9:00-9:30 P.M.	4	Nov. '41—	Lord & Thomas of Canada, Toronto
Federal Govt., Dept. of Finance Ottawa	War Savings Certificates	All Star Program	Friday, 9:00-10:00 P.M.; 11:15-12:15 A.M.	49	Jan. '41-Feb. '41	MacLaren Adv. Co., Toronto
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificate & Bonds	All Star Program	Friday, 10:00-11:00 P.M.	49	Apr. '41-June '41	MacLaren Adv. Co., Toronto
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificates	All Star Program	Wednesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	50	Oct. '41-Nov. '41	Cockfield, Brown & Co., Toronto
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificates	Talks	Sunday, 4:00-4:15 P.M.	49	Feb. '41—	MacLaren Adv. Co., Toronto
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificates	All Star Program	Sunday, 9:00-10:00 P.M.	10	Feb. '41—	Canadian Adv. Agency, Montreal
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificates	Talks	Sunday, 3:45-4:00 P.M.	10	Feb. '41—	Canadian Adv. Agency, Montreal
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificates & Bonds	All Star Program	Sunday, 10:00-11:00 P.M.	10	Apr. '41-June '41	Canadian Adv. Agency, Montreal
Federal Govt., Dept. of Finance, Ottawa	War Savings Certificates	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	6	Feb. '41—	Canadian Adv. Agency, Montreal
Federal Govt., Dept. of Finance, Ottawa	War Savings	All Star Program	Sunday, 8:30-9:00 P.M.	11	Oct. '41-Nov. '41	Canadian Adv. Agency, Montreal
Federal Govt., Dept. of Finance, Ottawa	War Savings	La Metairie Rancourt	Mon.-Fri., 1:00-1:15 P.M.	7	Apr. '41-June '41	Canadian Adv. Agency, Montreal
Federal Govt., Dept. of Labour, Ottawa	Stabilization	Canada's Vital Experiment	Wednesday, 8:30-8:55 P.M.; 1:00-1:25 A.M.	48	Oct. '41—	Walsh Advertising Agency, Windsor
Federal Govt., Dept. of Mines & Natonal Resources, Ottawa	Fire Prevention	Contest Winner	Friday, 8:00-8:15 P.M.; 12:00-12:15 A.M.	34	May '41—	Cockfield, Bzown & Co., Toronto
Federal Govt., Dept. of Mines & National Resources, Ottawa	Fire Prevention	Contest Winner	Friday, 7:45-8:00 P.M.	5	May '41—	Cockfield, Brown & Co., Toronto
Federal Govt., Unemployment Insurance Com., Ottawa	Unemployment Insurance	Talk	Tuesday, 10:45-11:00 P.M.	11	Aug. '41—	....
Federal Govt., Dept. of Labour, Ottawa	Farm Income	Talks	Friday, 11:15-11:30 P.M.	11	Nov. '41—	J. J. Gibbons Ltd., Regina
General Foods, Toronto	Grapenuts Flakes, Bakers Cocoa	Aldrich Family	*Thursday, 9:30-10:00 P.M.	28	Apr. '41—	Baker Advertising Agency, Toronto
General Foods, Toronto	Grapenuts Flakes, Bakers Cocoa	Fun Time	Thursday, 8:30-9:00 P.M.	28	July '41-Aug. '41	Baker Advertising Agency, Toronto
General Foods, Toronto	Jello	Jack Benny	*Sunday, 8:00-8:30 P.M.	27	Jan. '41-June '41; Oct. '41-Dec. '41	Baker Advertising Agency, Toronto
General Foods, Toronto	Jello	Le Cure de Village	Thursday, 8:00-8:30 P.M.	4	Oct. '41—	Baker Advertising Agency, Toronto
Gillette Safety Razor Co. of Canada, Montrea	Razor Blades, Shave Cream	World Series—1941	2:30-5:00 P.M. (approx.)	42	Oct. 1-2-4-5-6, '41	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada, Montreal	Razor Blades, Shave Cream	Fight Broadcasts	*11:00 P.M. to Conclusion 2 per Month	25	June '41—	Maxon Inc., N. Y.
L. O. Grothe Ltee, Montreal	Grads Cigarettes	S. V. P.	Wednesday, 9:00-9:30 P.M.	5	Jan. '41-Apr. '41	Canadian Adv. Agency Montreal
L. O. Grothe Ltee, Montreal	St. Regis Tobacco	Les Chevaliers St. Regis	Tues. & Thurs., 7:15-7:30 P.M.	5	Oct. '40-Apr. '41	Canadian Adv. Agency, Montreal
L. O. Grothe Ltee, Montreal	Boston Tobacco	Tommy Duchesne	Tues. & Thurs., 7:15-7:30 P.M.	5	Apr. '41-July '41 Sept. '41—	Canadian Adv. Agency, Montreal
Hudson's Bay Co., Winnipeg	Furs	Red River Barn Dance	Saturday, 12:30-1:00 A.M.	11	Nov. '41—	Cockfield, Brown & Co., Winnipeg
Imperial Oil, Toronto	Gas & Oil	NHL Hockey	Saturday, 9:00-10:30 P.M.	40	Nov. '40-Apr. '41 Nov. '41—	MacLaren Adv. Co., Toronto
Imperial Oil, Toronto	Gas & Oil	NHL Hockey	Thurs. & Sat., 9:00-10:30 P.M.	7	Nov. '40-Mar. '41 Nov. '41—	MacLaren Adv. Co., Toronto
International Silver Co., Hamilton	Silverware	Silver Theatre	Sunday, 7:00-7:30 P.M.	34	Jan. '41-Apr. '41 Oct. '41—	Young & Rubicam, Toronto
International Silver Co., Hamilton	Silverware	Silver Theatre	Sunday, 6:00-6:15 P.M.	30	Apr. '41-June '41	Young & Rubicam, Toronto
S. C. Johnson & Son, Brantford	Wax and Car-Nu	Fibber McGee & Molly	*Tuesday, 10:30-11:00 P.M.	33	Jan. '41-July '41 Sept. '41—	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Brantford	Wax and Car-Nu	Hap Hazard	Tuesday, 9:30-10:00 P.M.	33	July '41-Sept. '41	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Brantford	Wax and Car-Nu	Voulez-Vous Savoir, Madame	Tues. & Thurs., 11:00-11:15 A.M.	3	Dec. '40-June '41	....
S. C. Johnson & Son, Brantford	Wax and Car-Nu	Le Vieux Maitre d'Ecole	Mon., Wed. & Fri., 10:30-10:45 A.M.	3	Sept. '41—	Vickers & Benson, Montreal

(Continued on Page 262)

93.67% OF ALL RADIO HOMES IN CANADA ARE COVERED BY THE CBC

CBC
RADIO CANADA
BRITISH COLUMBIA
ALBERTA
SASK.
MAN.
ONTARIO
QUEBEC
P.E.I.
N.B.
N.S.

THE CBC is a vital factor in the lives of all Canadians. The national network, extending from coast to coast, carries the finest programs of three countries into 93.67% of Canada's radio homes.

From the BBC and the networks of the United States, the Canadian Broadcasting Corporation selects the finest features to add to its own productions. The result ... a balanced, diversified schedule of the best programs on the air.

CBC's remarkable coverage of Canadian radio homes is unique in the radio industry. Current business conditions are good ... and the purchasing power of Canadians is high. The CBC national network offers to prospective advertisers almost complete coverage of this important market.

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal

Advertisers Using Canadian Broadcasting Corp. Networks During 1941

[Continued from Page 260]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Kraft Cheese, Toronto	Cheese and Salad Dressing	Kraft Music Hall	*Thursday, 10:00-11:00 P.M.	28	Jan. '41-Dec. '41	J. Walter Thompson Co., Montreal
Lamont Corliss & Co., Toronto	Ponds Beauty Products	John & Judy	Tuesday, 9:00-9:30 P.M.	30	Jan. '41-June '41 Sept. '41—	J. Walter Thompson Co., Toronto
Cie Legare Ltee Montreal	Furniture	Les Varieties Legare	Thursday, 9:00-10:00 P.M.	8	Sept. '41-Oct. '41	Baudry Harwood Radio Productions Montreal
Lever Brothers, Toronto	Rinso	Big Town	*Wednesday, 9:00-9:30 P.M. 12:00-12:30 A.M.	32	Jan. '41-July '41 Oct. '41—	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Grand Central Station	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	32	July '41-Oct. '41	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Big Sister	*Mon.-Fri., 12:30-12:45 P.M.; 3:00-3:15 P.M.	32	Jan. '41-Sept. '41	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Big Sister	Mon.-Fri., 1:15-1:30 P.M.	32	Sept. '41—	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lifebuoy	The Family Man	*Wednesday, 9:30-10:00 P.M.; 12:30-1:00 A.M.	32	Jan. '41-Dec. '41	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap & Flakes	Story of Dr. Susan	*Mon.-Fri., 12:45-1:00 P.M.; 3:15-3:30 P.M.	34	Jan. '41-Sept. '41	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap & Flakes	Story of Dr. Susan	Mon.-Fri., 1:00-1:15 P.M.	34	Sept. '41—	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap & Flakes	C'est la Vie	Friday, 8:00-8:30 P.M.	6	Jan. '41-Dec. '41	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap	Lux Radio Theatre	*Monday, 10:00-11:00 P.M.	30	Jan. '41-July '41 Sept. '41—	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Grande Soeur	Mon.-Fri., 11:00-11:15 A.M.	6	Sept. '41—	Ruthrauff & Ryan, N. Y.
Thos. J. Lipton, Toronto	Tea	Tea Musicale	Sunday, 6:15-6:45 P.M.	33	Jan. '41-Mar. '41 Oct. '41—	Vickers & Benson, Tonroto
Thos. J. Lipton, Toronto	Tea	Le Vieux Maitre d'Ecole	Mon., Wed. & Fri., 11:00-11:15 A.M.	8	Jan. '41-Mar. '41	Vickers & Benson, Toronto
London House Products, Montreal	Coffee	Un Homme et Son Peche	Mon., Wed. & Fri., 7:15-7:30 P.M.	4	Mar. '41-June '41	Canadian Adv. Agency, Montreal
Maple Leaf Milling Co., Toronto	Flour	Good Luck	Tuesday, 9:30-10:00 P.M.	38	Oct. '40-Apr. '41	Cockfield, Brown & Co., Toronto
Procter & Gamble Co., Toronto	Ivory Bar	Against the Storm	Mon.-Fri., 2:00-2:15 P.M.	27	Jan. '41-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar	Against the Storm	*Mon.-Fri., 4:00-4:15 P.M.	27	Apr. '41—	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Naptha Soap	Guiding Light	Mon.-Fri., 4:45-5:00 P.M.	27	Jan. '41-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Camay	Guiding Light	*Mon.-Fri., 4:30-4:45 PM.	27	Apr. '41—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	*Mon.-Fri., 4:15-4:30 P.M.	27	Jan. '41-Dec. '41	Blackett-Sample-Hummert. Chicago
Procter & Gamble Co., Toronto	Oxydol	Man I Married	Mon.-Fri., 11:30-11:45 A.M.	27	Jan. '41-Apr. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Ivory Snow	Mary Marlin	Mon.-Fri., 4:00-4:15 P.M.	27	Jan. '41-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory Snow	Mary Marlin	Mon.-Fri., 2:00-2:15 P.M.	27	Apr. '41-June '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory Snow	Mary Marlin	*Mon.-Fri., 3:00-3:15 P.M.	27	July '41—	Benton & Bowles, N. Y.
Procter & Gamble Co., Toronto	Camay	Pepper Young's Family	Mon.-Fri., 4:30-4:45 P.M.	27	Jan. '41-Apr. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Naptha	Pepper Young's Family	Mon.-Fri., 3:45-4:00 P.M.	27	Apr. '41-June '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Naptha	Pepper Young's Family	*Mon.-Fri., 3:15-3:30 P.M.	20	July '41—	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Crisco	Right to Happiness	*Mon.-Fri., 11:45-12:00 Noon	17	Jan. '41-Aug. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Road of Life	*Mon.-Fri., 3:15-3:30 P.M.	27	Jan. '41-June '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Chipso	Road of Life	*Mon.-Fri., 4:45-5:00 P.M.	27	July '41—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Camay	Courrier-Confidences	Mon.-Fri., 10:15-10:30 A.M.	3	Jan. '41-Dec. '41	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Ivory	La Pension Velder	Mon.-Fri., 7:00-7:15 P.M.	3	Jan. '41-Dec. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 10:30-10:45 A.M.	3	Jan. '41-Apr. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 12:30-12:45 P.M.	3	Apr. '41-Dec. '41	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri., 2:15-2:30 P.M.	3	Jan. '41-Dec. '41	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon.-Fri., 10:00-10:15 A.M.	3	Jan. '41-Dec. '41	Pedlar & Ryan., N. Y.
Robin Hood Flour Mills, Montreal	Flour	On Parade	Thursday, 9:30-10:00 P.M.	42	Oct. '40-Apr. '41	Jas. Fisher Ltd., Montreal
Robin Hood Flour Mills, Montreal	Flour	Les Meuniers Melomanes	Thursday, 8:30-8:55 P.M.	6	Nov. '40-May '41	Canadian Adv. Agency, Montreal
St. Lawrence Starch Co., Port Credit	Corn Starch & Corn Syrup	NHL Hockey Players	Saturday, 7:15-7:30 P.M.	39	Nov. '40-Apr. '41 Nov. '41—	McConnell, Eastman & Co., Toronto
Standard Brands, Toronto	Coffee	Chase & Sanborn Program	*Sunday, 9:00-9:30 P.M.	35	Jan. '41-June '41 Sept. '41-Dec. '41	J. Walter Thompson Co., Montreal
Sterling Products, Windsor	Bayer Aspirin	Album of Familiar Music	*Sunday, 10:30-11:00 P.M.	34	Jan. '41-Dec. '41	Blackett-Sample-Hummert, N. Y.
Sterling Products, Windsor	Ironized Yeast	Canadian Theatre of the Air	*Friday, 10:30-11:00 P.M.	32	Jan. '41-Dec. '41	Ruthrauff & Ryan, N. Y.
Sterling Products, Windsor	Phillips Milk of Magnesia	Waltz Time	*Friday, 10:00-10:30 P.M.	36	Jan. '41-Dec. '41	Blackett-Sample-Hummert, N. Y.
Sterling Products, Windsor	Ironized Yeast	Les Secrets du Dr. Morhanges	Tuesday, 8:00-8:30 P.M.	5	Jan. '41-Dec. '41	Ruthrauff & Ryan, N. Y.
Tucketts Ltd., Hamilton	Buckingham Cigarettes	Blended Rhythm	Tuesday, 8:30-8:55 P.M.; 12:00-12:30 A.M.	37	Oct. '41—	MacLaren Adv. Co., Toronto
N. G. Valiquette Ltee, Montreal	Furniture	Le Theatre Valiquette	Monday, 9:00-10:00 P.M.	4	Jan. '41-Feb. '41	Canadian Adv. Agency, Montreal
Western Canada Flour Mills Co., Toronto	Flour	Melodies for You	Wednesday, 10:00-10:30 P.M.	36	Oct. '40-Mar. '41	A. McKim Ltd., Toronto
Geo. Weston Ltd., Toronto	Bread & Cakes	Memoires in Music	Wednesday, 9:30-10:00 P.M.	12	Jan. '41-Apr. '41	Richardson-McDonald Adv. Service, Toronto
Wm. Wrigley Jr. Co., Toronto	Gum	Treasure Trail	Tuesday, 10:00-10:30 P.M.	9	Jan. '41-Dec. '41	Tandy Adv. Agency, Toronto

NOTE: All Times shown EDST. * Time one hour earlier during period April 28 to Sept. 28, 1941.

Directory for 1941

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

United States and Canada

n. Network programs · *rn.* Regional network programs · *sw.* Shortwave · *t.* Transcriptions · *fm.* Frequency Modulation · *ta.* Transcription announcements
sp. Local studio programs · *sa.* Local studio announcements

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A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sp*

ABSORENE MFG. Co., St. Louis (cleaner). Agency: Ross-Gould Co., St. Louis. *ta*

ACME BREWING Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *ta sa sp t*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *n sa t sw*

ADAM, MELDRUM & ANDERSON Co., Buffalo (department store). *sp*

ADLER SHOES FOR MEN, New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sp*

ADOHR MILK FARMS, Los Angeles. Agency: Lord & Thomas, Los Angeles. *sp fm*

AETNA LIFE INSURANCE Co. (Hartford and affiliates). Agency: Arthur Kudner Inc., N. Y. *ta*

AGASH REFINING Corp., Brooklyn (salad dressing). Agency: Blaine-Thompson Co., N. Y. *t sa*

ALAMEDA COUNTY FAIR, Alameda, Cal. Agency. Ryder & Ingram, Oakland. *sa*

ALASKA LIFE, Seattle (magazine). Agency: Northwest Radio Adv. Co., Seattle. *sp*

ALASKA STEAMSHIP Co., Seattle. *sp*

ALBERS BROS. MILLING Co., Seattle. (Albers Flapjack flour, Friskies). Agencies: Erwin, Wasey & Co., Chicago; Lord & Thomas, San Francisco. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Staff, Los Angeles. *sp*

ALKINE LABS., New Brunswick, N. J. (Femolyn cough remedy). Agency: Pickard Adv. Inc., Chicago. *sa*

ALLCOCK MFG. Co., New York (porous plaster). Agency: Small & Seiffer, N. Y. *ta*

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins, Milwaukee *n sa sp*

ALLISON-BEDFORD Co., Chicago (food). Agency: David Goldman Co., Chicago *sa*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALL-YEAR CLUB, Los Angeles. Agency: Lord & Thomas, Los Angeles. *sa t*

AL-TO-LABS., Cleveland (cleaning fluid). *n*

ALUMINUM GOODS MFG. Co., Manitowoc, Wis. (Mirro utensils). *sp*

AMERICA ON WHEELS, New York (roller skating rinks). Agency: Klinger Adv. Corp., N. Y. *sp*

AMERICAN ACCEPTANCE Corp., N. Y. *sp*

AMERICAN AGRICULTURAL CHEMICAL Co., New York (X-O cleaner). Agency: Cowan & Dengler, N. Y. *rn*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN CAN Co., New York (Keg-lined beer cans). Agency: Young & Rubicam, N. Y. *n*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger & Browning & Hersey, N. Y. *n t sp sa*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *sa n*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN CYANAMID Co., Bound Brook, N. J. Agency: J. M. Mathes Inc., N. Y. *sp*

AMERICAN DAIRY ASSN., Chicago (national marketing group). Agency: Lord & Thomas, Chicago. *sa ta*

AMERICAN ECONOMIC FOUNDATION, Cleveland. Agency: Bayless, Kerr Co., Cleveland. *n sp*

AMERICAN FRUIT GROWERS, Pittsburgh (Blue Goose). Agency: Walker & Downing, Pittsburgh. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Blackstone Products Co.; Petrologar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agencies: Blackett-Sample-Hummert, N. Y.; John F. Murray Adv. Agency, N. Y. *n t sa*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *rn sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *n rn sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa n sp*

AMERICAN SNUFF Co., Kansas City. Agency: Simon & Gwynn, Memphis, *sp.*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *sa sp rn t ta*

AMERICAN TELEVISION INSTITUTE, Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sp*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half); L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. *n t ta sa sp*

AMERICAN TRUST Co., San Francisco (home loans). Agency: Leon Livingston Adv. Agency, San Francisco. *sp*

AMERICAN WRITING MACHINE Co., New York (typewriters). Agency: Leeford Adv. Agency, N. Y. *sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t*

ANDREW-SURPASS Shoe Stores, Toronto (chain). Agency: Dickson & Ford, Toronto. *t sp*

APOLLO HOTEL, Atlantic City (resort). Agency: Stewart-Jordon, Philadelphia. *sa*

K. ARAKELIAN Inc., New York (wines). Agency: Adrian Bauer Adv. Agency, Philadelphia. *sp ta* -

ARCADIA FARMS MILLING Co., Chicago (livestock & poultry feeds). Agency: Presba, Fellers & Presba, Chicago *sa t*

ARMAND Co., Chicago (cosmetics). Agency: Russel M. Seeds Co., Chicago. *sp ta*

ARMOUR & CO., Chicago (Treet, Perk). Agency: Lord & Thomas, Chicago. *sa t sp*

ARMOUR FERTILIZER WORKS, Atlanta. Agency: Liller, Harris & Neal, Atlanta. *t sa*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *t sp*

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water). Agency: McCarty Co., Los Angeles. *sp*

ART METAL WORKS, New York (Ronson lighters). Agency: Cecil & Presbrey, N. Y.

ARTISTIC CARD CO., Elmira, N. Y. (greeting cards). Agency: Phil Gordon Agency, Chicago. *sa*

ARVEY CORP., Chicago (R-V. Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DRUGGISTS CORP., Los Angeles. Agency: Sidney Garfinkel Adv. Agency, Los Angeles. *sp*

ASSOCIATED LABS., Long Island City (Kelpamalt). Agency: Benson & Dall, Chicago.

ASSOCIATED PAINT Stores, Chicago (chain). Agency: David Goldman, Chicago. *sp*

ASSOCIATED SERUM PRODUCERS, Omaha (hog serum). Agency: Fairall & Co., Des Moines. *sa sp*

ATLANTIC COMMISSION Co., New York (fruit & vegetable buyer affiliate of A & P). *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLAS BREWING Co., Chicago (beer). Agency: Craig Dennison & Co., Chicago. *sa*

ATLAS IMPORT & EXPORT Co., Philadelphia (wine). Agency: Philip Klein, Philadelphia. *sa*

AURORA LABS., Chicago (Clear Again remedy). Agency: Arthur Meyerhoff & Co., Chicago. *sa sp ta*

AUTO CRAFT TRAINING Co., Chicago (technical school). Agency: First United Broadcasters, Chicago. *sp t*

AVOSET Inc., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta sp*

AXTON-FISHER TOBACCO Co., Louisville (20 Grand). Agencies: Weiss & Geller, Chicago; McCann-Erickson, Chicago. *sp n*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey - Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp*

B-1 BEVERAGE Co., St. Louis (soft drinks). Agency: Ruthrauff & Ryan, Chicago. *sa*

B-P T Co., Los Angeles. Agency: Logan & Rouse, Los Angeles. *sa*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Blackett-Sample-Hummert, N. Y.; Maxon Inc., N. Y. *n t sp*

BABCOCK BROS., Denison, Tex. (auto accessory chain). Agency: Ferguson Co., Dallas. *sp*

C. H. BAKER & CO., Los Angeles (shoe chain). Agency: Garfinkel Adv. Agency, Los Angeles. *sa*

BAKER EXTRACT Co., Springfield, Mass. (flavoring). Agency: Snow, Bates & Orme, Springfield, Mass. *rn*

BALDWIN LABS., Saegertown, Pa. (Dwin). Agency: Yount Co., Erie, Pa. *sa sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa*

P. BALLANTINE & SONS, Newark (beer). Agencies: J. Walter Thompson Co., N. Y.; Forjoe & Co., N. Y. *sa ta*

DR. BALLARD'S ANIMAL FOOD PRODUCTS, Toronto. Agency: Tandy Adv. Agency, Toronto. *sp*

BALLARD & BALLARD Co., Louisville (Ovenready biscuits). Agency: Henri, Hurst & McDonald, Chicago. *sp sa*

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart, San Francisco. *rn sp ta sa*

BARBARA ANN BAKING Co., Los Angeles (bread). Agency: Heintz Pickering & Co., Los Angeles. *sp*

BARBASOL CO., Indianapolis (shaving cream). Agency: Erwin Wasey & Co., N. Y. *n sa sp ta*

BARKER BROS., Los Angeles (furniture, decorators). Agency: Marion Kyle Adv. Agency, Los Angeles, *sp*

BARKER SOUP Co., Los Angeles (dehydrated soups). Agency: Glasser-Gailey & Co., Los Angeles. *sp*

BARNEY'S CLOTHES, New York. Agency: Emil Mogul & Co., N. Y. *sa*

BARQ'S BOTTLING Co., San Bernardino, Cal. *t*

BARTON CHEMICAL Co., Chicago (Save-A-Day Bleach and Hytox). Agency: Martin A. Pokrass & Co., Chicago. *sa*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp*

BATHRITIS Co., Chicago (liniment). Agency: United Adv. Co., Chicago. *sp*

BATTLE CREEK NATURAL PRODUCTS Corp., Battle Creek, Mich. Agency: Metropolitan Adv. Co., N. Y.

BAUER & BLACK, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sa*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER- SEMESAN Co., Wilmington, Del. (seed innoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa sp n t*

BEACH SOAP Co., Boston. Agency: Badger & Browning, Boston. *sa*

BEALL GREENHOUSE Co., Vahon Island, Wash. (flowers). Agency: Romig C. Fuller Co., Seattle. *sa* ,

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago *rn sp t*

DR. BEAUCHAMP, Los Angeles (dentist). Agency: Charles Stahl Adv. Agency, Los Angeles. *sp*

BEAUMONT LABS., St. Louis (4-way cold tablets). Agency: H. W. Kastor & Sons, Chicago; (4-Way Vaporizing Rub), Russel M. Seeds Co., Chicago. *sa sp ta*

BEECHAM'S PILLS, Bloomfield, N. J. Agency: Atherton & Currier, N. Y.

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum). Agency: Newell-Emmett Co., N. Y. *sa t n*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). *sp*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agency: Ferry-Hanly Co., Chicago. *sp rn*

BEKINS VAN & STORAGE Co., Los Angeles. Agency: Charles N. Stahl Adv. Agency, Los Angeles, *sa sp*

BELL TELEPHONE Co., of Canada, Montreal (Yellow Directory Pages). Agency: Lord & Thomas of Canada Ltd., Montreal. *sa*

BELL TELEPHONE SYSTEM, New York. Agency: N. W. Ayer & Son, N. Y. *n*

DR. BELL WONDER MEDICINE Co., Kingston, Ont. Agency: Dominion Bcstg. Co., Toronto. *t*

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp*

BEN-HUR PRODUCTS Inc., Los Angeles (grocery products). Agency: Theodore B. Creamer Adv., Los Angeles. *sp*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BENSON & HEDGES, New York (Virginia Rounds). Agency: Maxon Inc., N. Y. *sp*

BERGHOFF BREWING Corp., Fort Wayne, Ind. Agency: L. W. Ramsey Co., Chicago. *sa*

BERKSHIRE KNITTING MILLS, Reading, Pa. (hosiery). Agency: Geare-Marston, Philadelphia. *sp.*

BERNAY PERFUME Co., Chicago. Agency: United Adv. Cos., Chicago. *sp*

DIRECTORY OF 1941 NATIONAL-REGIONAL RADIO ADVERTISERS

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y.

BEWLEY MILLS, Fort Worth, Tex. Agency: Cy Leland, Fort Worth. *sp*

BILL Co., Philadelphia (Espotabs). Agency: Richard A. Foley Adv. Agency, Philadelphia *sa*

BIMINI BATHS, Los Angeles (swimming pool). Agency: Western Adv. Agency, Los Angeles. *sp*

BIRELEY'S, Hollywood (Bireley's orangeade). Agency: Dan B. Miner Co., Los Angeles. *t sa*

BISCEGLIA BROS. WINE Corp., Philadelphia. Agency: J. M. Korn & Co., Philadelphia. *sp*

BI-SO-DOL CO., New Haven, Conn. (Bi-So-Dol). Agency: Blackett - Sample - Hummert, Chicago. *n*

BLACK FLAG Co., Baltimore (insecticide). Agency: Al Paul Lefton Co., Philadelphia *sp*

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax). Agency: Raymond Spector Co., N. Y. *sp*

BLAUNER'S Inc., Philadelphia (department store). Agency: Harry M. Dittman, Philadelphia. *sp t*

BLOCK DRUG Co., Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. *ta*

BLOCK MFG. OUTDOOR Co., Seattle (wash clothing). Agency: Erwin Wasey & Co., Seattle. *sp*

A Tip for a *Happier* New Year for *You* . . .

79%

OF ADVERTISERS ON

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New York Chicago Detroit Atlanta Los Angeles San Francisco

BLOUNT PLOW WORKS, Evansville, Ind. (Flexible cultivators). *ta*

BLUE JAY MFG. Co., Huntington, W. Va. (overalls). *sp*

BLUE MOON FOODS Inc., Thorpe, Wis. Agencies: H. B. Le Quatte Inc., N. Y.; Reincke-Ellis-Younggreen & Finn, Chicago.

BLUE RIBBON BOOKS, N. Y. (educational series). Agency: Northwest Radio Adv. Co., Seattle *t sa*

BLUE SEAL EXTRACT Co., Cambridge, Mass. (King orange soda). Agency: Goulston Co., Boston.

BLUHILL FOOD PRODUCTS Co., Denver (grocery products). Agency: R. Y. Reaves Adv. Agency, Denver. *sa*

BOHEMIAN DISTRIBUTING CO., Los Angeles (Acme Beer). Agency: Brisacher, Davis & Staff, Los Angeles. *t*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*

BOOKHOUSE FOR CHILDREN, Chicago. Agency: Presba, Fellers & Presba, Chicago. *sp sa*

W. E. BOOTH Co., Toronto (Selo Film). Agency: Lord & Thomas of Canada. *sp*

BORDEN Co., New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y. *sp*

BORDEN'S ASSOCIATED COMPANIES, San Francisco (dairy products). Agencies: McCann-Erickson, San Francisco; Young & Rubicam, Hollywood. *sp*

BORDEN Co., Toronto (milk). Agency: Young & Rubicam, Toronto. *sa*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOST TOOTH PASTE Corp., New York. Agency: Erwin Wasey & Co., N. Y. *sp ta*

BOSTON GLOBE, Boston (newspaper). Agency: BBDO, Boston. *sa*

BOSTON HERALD-TRAVELER, Boston (newspaper). Agency: Alley & Richards, Boston. *ta*

BOSTON & MAINE RR, Boston (transportation). Agency: Harold Cabot & Co., Boston. *sa t*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sp te*

BOVRIL (Canada) Ltd., Montreal (food). Agency: J. J. Gibbons Ltd., Montreal. *sa*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago *n*

BOYD NURSERIES, McMinnville, Tenn. Agency: Albert Kircher Co., Chicago. *sa*

WALTER N. BOYSEN Co., Oakland, Cal. (paint). Agency: Emil Reinhardt Adv., Oakland. *sa*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

A. S. BOYLE Co., Los Angeles (Pacific Coast branch). Agency: J. Walter Thompson Co., San Francisco. *sp sa*

E. J. BRACH & SONS, Chicago (candy). Agency: U. S. Adv. Corp., Chicago. *sa*

BRAZIL, GOVERNMENT OF, Rio de Janeiro. Agency: Campbell-Ewald Co. of N. Y. *n*

BREAKFAST CLUB COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*

M. J. BREITENBACH Co., New York (Pepto Mangan). Agency: Morse International, N. Y. *n sa ta*

BREMMEN BROS., Chicago (Elfin crackers). Agency: McJunkin Adv., Chicago. *sa*

BRENNIG'S OWN, N. Y. (cigarettes).

BRESLAW BROS., Schenectady (stores). Agency: Leighton & Nelson, Schenectady. *ta*

BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*

C. A. BRIGGS Co., Cambridge, Mass. (H. B. cough drops). Agency: Horton-Noyes Co., Providence. *sa ta*

L. S. BRIGGS Inc., Baltimore (meat). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam, N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t sw*

BRITISH CERAMICS & CRYSTAL Ltd., Toronto (china). Agency: F. H. Hayhurst Co., Toronto, *sa*

BRITISH-ISRAEL FEDERATION, Toronto (evangelical). *t*

BROCK & CO., Los Angeles (jewelry chain). Agency: Hixson-O'Donnell Adv., Los Angeles *sa*

BROMO SELTZER Ltd., Toronto (proprietary). Agency: Ruthrauff & Ryan, N. Y. *sp*

BROOKS Inc., Los Angeles (clothing chain). Agency: Stodel Adv. Agency, Los Angeles. *ta sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon, Wings cigarettes, Bugler cigarette tobacco). Agency: BBDO, N. Y. (Avalon cigarettes); Russel M. Seeds Co., Chicago *t sp n*

LANE BRYANT, New York (clothing). Agency: Huber Hoge & Sons, N. Y. *sa*

W. K. BUCKLEY Ltd., Toronto. Agency: Walsh Adv. Co. Ltd., Toronto. *ta sa sp*

BUFFALO BREWING Co., Sacramento, Cal. Agency: Ewing-Kelly Agency, Sacramento. *sa sp*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *ta sa*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BULOVA WATCH Co., Toronto. Agency: MacLaren Adv. Co., Toronto. *sa*

BUNTE BROS. CANDY Co., Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

BURLINGTON TRANSPORTATION Co., Chicago (tour service) Agency: Reincke, Ellis, Younggreen & Finn, Chicago. *sa*

BURMA-VITA Co., Minneapolis (Burma-Shave). Agency: Hays MacFarland & Co., Chicago. *ta sa*

BURNHAM & MORRILL Co., Portland, Me. (B & M baked beans). Agency: Charles W. Hoyt Co., Boston *ta sa*

BURNS & CO., Calgary, Alta. (meat packers), direct. *sa*

W. ATLEE BURPEE Co., Philadelphia (seeds). Agency: Flagler Adv. Co., Buffalo. *sp.*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Cy Leland, Fort Worth. *t rn sp*

BURRY BISCUIT Corp., Linden, N. J. Agency: J. R. Hamilton Adv. Agency, Chicago. *sp*

BUTLER MFG. Co., Kansas City (corn cribs). Agency: Ferry-Hanly Co., Kansas City. *sa*

BYERS FLOUR MILLS, Camrose, Alta. (cereals). Agency: Stewart-McIntosh, Calgary. *t*

C Z CHEMICAL Co., Beloit, Wis. (cleaner). Agency: Albert Kircher Co., Chicago. *ta*

CADILLAC MOTOR CAR Co., Detroit. Agency: John Adams, Detroit. *ta*

CALAVA GROWERS OF CALIFORNIA, Los Angeles (avacados). Agency: Lord & Thomas, Los Angeles. *sa rn sp*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago. *ta*

CALIFORNIA ASSOCIATED PRODUCTS Co. (concentrated coffee flavor syrup), direct. *sp*

CALIFORNIA FEDERAL SAVINGS & LOAN Assn., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sp*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles. *sa sp rn n*

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar). Agency: Botsford, Constantine & Gardner, San Francisco. *sp*

Make a 3-Point Landing

IN CONNECTICUT'S MAJOR MARKET

COVERAGE
PROGRAMS
GET ALL 3 ON WDRC
RATE

AIR-MINDED advertising executives know that the Hartford Market is booming. Defense activity here is widespread, with United Aircraft alone employing more than 25,000 workers. This rich compact area, which is Connecticut's Major Market, is now more than ever a "must" on advertising schedules.

Likewise, WDRC is a "must" for the time buyer who wants to cover this area, completely, effectively and economically. There's one good way to make a 3-point landing in Connecticut's Major Market and it's summed up this way: You get all three on WDRC: *coverage, programs, rate!*

BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT'S PIONEER BROADCASTER

DIRECTORY OF 1941 NATIONAL-REGIONAL RADIO ADVERTISERS

CALIFORNIA MILLING Corp., Los Angeles. Agency: Theo. B. Creamer, Los Angeles. *sa*

CALIFORNIA PACKING Corp., San Francisco (canned food). Agency: McCann-Erickson, San Francisco. *t*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *rn*

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Jose, Cal. *sa*

CALO FOOD PRODUCTS, San Francisco (dog food). Agency: Theodore H. Segall Adv., San Francisco. *sp sa*

CAMILLE Inc., New York (Run-R-Stop). Agency: Hudson Adv. Co., N. Y. *sp*

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa*

CAMPBELL CEREAL CO., Northfield, Minn. (Malt-O-Meal). Agencies: H. W. Kastor & Sons, Chicago. *sa ta*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agency: Ward Wheelock Co., Philadelphia. *n rn*

CAMPBELL SOUP Co., Toronto. Agency: Cockfield, Brown & Co., Toronto. *n*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta sp t rn sa*

FEDERAL GOVERNMENT OF CANADA, Ottawa. Agency: Adv. Agencies of Canada, Ottawa. *sa*

CANADA STARCH Co., Toronto (corn syrup). Agency: Vickers & Benson, Toronto. *sp sa*

CANADIAN CELLUCOTTON Co., Toronto (Kleenex). Agency: Lord & Thomas of Canada, Toronto. *sa*

CANADIAN CHEWING GUM Co., Toronto (Dentyne, Chiclets). Agency: Baker Adv. Agency, Toronto. *ta*

CANADIAN INSTITUTE OF PLUMBING & HEATING, Montreal. Agency: McConnell Eastman Co., Montreal. *sa*

CANADIAN INDUSTRIES, Montreal (paint). Agency: J. Walter Thompson Co., Toronto. *rn sa*

CANADIAN MARCONI Co., Montreal (radio receivers). Agency: Cockfield, Brown & Co., Montreal. *sa ta*

CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agency: Clarke E. Locke, Toronto. *sp ta*

CANADIAN NATIONAL EXHIBITION, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*

CANADIAN OIL Cos., Montreal (White Rose gasoline). Agency: McConnell Eastman & Co., Montreal. *sa*

CANADIAN RAYBESTOS Co., Peterborough, Ont., direct. *t*

CANADIAN TIRE Corp., Toronto. Agency: Frontenac Broadcasting, Toronto. *sp*

CANDID EYE, Philadelphia (magazine). Agency: Albert Kircher Co., Chicago. *sa*

CANDY BROS. MFG. Co., St. Louis (cough drops). Agency: H. W. Kastor & Sons, Chicago. *sa*

CAPE COD STEAMSHIP Co., Boston (transportation). Agency: Alley & Richards, Boston. *sp*

CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *rn*

CAREY SALT Co., Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. *t sa*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston *n sa sp t*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *n sp sa t*

CARRIER Corp., New York (air conditioning). Agency: Charles Dallas Reach Co., N. Y. *sp sa*

EARL CARROLL, Hollywood (theatre-restaurant). Agency: Theo. B. Creamer, Los Angeles. *sa*

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp rn*

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y. *t ta sw*

CASTLEBERRY'S FOOD Co., Augusta, Ga. Agency: Nachman-Rhodes Agency, Augusta. *n sp sa*

GEO. W. CASWELL & CO., San Francisco (coffee & tea). Agency: Long Adv. Service, San Francisco. *n*

CATELLI FOOD PRODUCTS, Montreal. Agency: E. W. Reynolds Co., Toronto. *sa t*

CATERPILLAR TRACTOR Co., Peoria, Ill. *sp*

CATSPAW RUBBER Co., Baltimore (rubber heels and soles). Agency: S. A. Levine & Co., Baltimore. *sa ta*

CEMAR Co., Chicago (Cemar Renew Kit). Agency: C. Wendel Muench & Co. *sa*

CENTENNIAL FLOURING MILLS, Seattle. Agency: Milne & Co., Seattle. *t*

CENTRAL GROCERS COOPERATIVE, Chicago. Agency: Wade Adv. Co., Chicago. *sp*

CHALLENGE CREAM & BUTTER Assn., Los Angeles (dairy products). Agency: Brisacher, Davis & Staff, Los Angeles. *ta*

CHAMBERLIN LABORATORIES, Des Moines (hand lotion). Agency: Cary-Ainsworth, Des Moines. *sa*

CHAPMAN ICE CREAM Co., Los Angeles (chain stores). Agencies: Ted Dahl Adv. Agency, Los Angeles; Brisacher, Davis & Staff, Los Angeles. *sp*

DR. CHASE MEDICINE Co., Toronto. Agency: Adriel Adv. Agency, Oakville Ont. *ta*

CHATHAM MFG. Co., Elkin, N. C. (blankets). Agency: M. H. Hackett Inc., N. Y. *sp*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agency: Nelson Chesman & Co., Chattanooga. *sa sp*

CHEMICAL RESEARCH PRODUCTS Co., Roselle Park, N. J. (Permeen). Agency: Moore & Hamm, N. Y.

CHEMICALS Inc., San Francisco (Vano). Agency: Botsford, Constantine & Gardner, San Francisco. *rn sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa*

CHESEPEAKE & OHIO RAILWAY Co., Huntington, W. Va., direct. *sp*

CHEVROLET Motor Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn sa*

CHICAGO CARPET Co., Chicago. Agency: Robert Kahn & Assoc., Chicago. *sp*

CHICAGO DAILY NEWS, Chicago (newspaper). *t sp*

CHICAGO DISTILLED WATER & BEVERAGE Co., Chicago (root beer). Agency: Malcolm-Howard, Chicago. *sp*

CHICAGO FURNITURE MART, Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *t*

CHICAGO GOSPEL TABERNACLE, Chicago. *sp*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche-Williams & Cunnyngham, Chicago. *ta*

CHICAGO MOTOR CLUB. Agency: Aubrey, Moore & Wallace, Chicago. *t*

CHICAGO, ROCK ISLAND & PACIFIC RAILWAY Co., Fort Worth. *ta*

CHIN & LEE NEW ENGLAND Co., Hartford (chow mein). *sa*

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: McCord Co., Minneapolis. *sp sa*

CHRISTIAN SCIENCE MONITOR, Boston. Agency: A. W. Ellis Co., Boston. *sa*

CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan (Dodge), N. Y.; J. Stirling Getchell (Plymouth, DeSoto). Lee Anderson Adv. Co., Detroit. *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*

CIGAR INSTITUTE OF AMERICA, New York (institutional). Agency: Lambert & Feasley, N. Y. *sa*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n sa*

CLAFLIN-DENISON LABS., Providence, R. I. (salve). Agency: Cory Snow Inc., Boston.

HAROLD H. CLAPP Inc., Rochester. Agency: Young & Rubicam, N. Y. *n*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta*

CLEARFIELD TAXIDERMY Co., Clearfield, Pa. (furs). *sp*

CLEVELAND CLEANER & PASTE Co., (Cleveland wall paper cleaner). Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*

CLEVELAND COOPERATIVE STOVE Co., Cleveland (Grand ranges). Agency: Lang, Fisher & Kirk, Cleveland. *sp*

CLICQUOT CLUB Co., Millis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*

CLIPPER CRAFT CLOTHES, New York. Agency: Emil Mogul Co., N. Y. *ta*

CLOSSET & DEVERS, Portland (Golden West Coffee). Agency: Mac Wilkins & Cole, Portland. *sp*

CLUETT, PEABODY & Co., N. Y. (Arrow Sanforized shirts). Agency: Young & Rubicam, N. Y. *sp sa*

CLUETT, PEABODY & Co. of Canada, Toronto (Arrow shirts and ties). Agency: Cockfield Brown & Co., Toronto. *t*

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles (investments). Agency: Robert F. Dennis Adv. Agency, Los Angeles. *sa sp fm*

COAST ICE CREAM Co., Los Angeles (chain stores). Agency: Adv. Arts Agency, Los Angeles. *sp*

5000 WATTS
DIRECTIONAL
GREATEST POWER OVER
WORLD'S LARGEST MARKET
WBNX
NEW
YORK
Your best National Spot Buy
FAIRCHILD AERIAL SURVEYS INC N.Y.

This might be your show... Large or small, your job is a mighty *important* job to the National Broadcasting Company Radio-Recording staff, at every stage of its progress! Experienced men select talent, stage careful rehearsals, make sure everything is letter-perfect before engraving the master record.

This might be your problem... The NBC Radio-Recording staff will start at the very beginning, if need be—analyze the audience to be reached, the type of program needed, make recommendations . . . and then write, cast, direct and record the entire program!

NBC Orthacoustic recording seals "live-talent" flavor into your transcriptions. This battery of record-cutters is only a part of the precision equipment used by NBC Radio-Recording Division . . . and operated by top-notch engineers, technicians and recording specialists.

47 SHOWMEN WANT TO WORK FOR YOU!

Here is your staff... your facilities When NBC prepares your recorded programs!

Imagine the kind of radio shows you could turn out with a 47-man staff of experts working with you . . . and *for* you!

That's exactly what you get when you turn your problem over to NBC Radio-Recording—whether you want a series of simple announcements, a musical program, or a full-length script show. For the 47 NBC Radio-Recording men are on *our* payroll . . . but they're here to work for *you!* Engineer or writer, technician or producer or director, each of the 47 is a *showman* first and last, his work contributing towards a single, invariable result: outstanding *excellence* in the final disc!

But that's not all: for this staff is backed by the unsurpassed *facilities* of NBC; costly precision equipment, access to the finest talent in the country—even an organization to process, manufacture and distribute your pressings.

Expensive—? Not a bit. You'll be amazed at how economical this service really is. May we tell you the *whole* story, soon?

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

Orthacoustic

The final "package" represents hours of thoughtful, skillful work by dozens of specialized hands and brains . . . the type of show that *only* NBC could produce. Yet the cost is amazingly low!

Also see advertisements on pages 203, 214 and 215.

DIRECTORY OF 1941 NATIONAL-REGIONAL RADIO ADVERTISERS

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

H. C. COLE MILLING Co., Chester, Ill. Agency: J. Walter Thompson Co., Chicago. *ta*

COLEMAN LAMP & STOVE Co., Wichita, Kan., Los Angeles (house appliances). Agency: Ferry-Hanly Co., Kansas City. *sp ta*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Boquet, Super-Suds, Halo, tooth powder, Colgate shave creams); Ted Bates Inc., Chicago dental cream, Palmolive shave cream, Octagon, Klek); Ward Wheelock Co., N. Y. (Palmolive soap, Vel). *n sa*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: L. J. Haegarty & Assoc.; Lord & Thomas, Toronto. *n rn*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser-Gailey & Co., Los Angeles. *sa ta rn*

STATE OF COLORADO, Dept. of Revenue, Denver. Agency: Max Goldberg Adv. Agency, Denver. *sa*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA BREWING Co., St. Louis (Alpen Brau beer). Agency: Olian Adv. Co., St. Louis. *sp*

COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency Benton & Bowles, N. Y. *n sp ta*

COLUMBIAN PROTECTIVE ASSN., N. Y. (insurance). Agency: Lahn & Co., N. Y. *sp*

COMET RICE Co., New York. Agency: Leche & Leche, Dallas. *sa*

COMMANDER LARABEE MILLING Co., Minneapolis (flour). Agency: C. Wendel Muench & Co., Chicago. *sa*

COMMERCE INSURANCE AGENCY, New York. Agency: Lew King Agency, N. Y. *sp*

COMMERCIAL ALCOHOLS, Montreal (anti-freeze). Agency: McConnell, Eastman & Co., Montreal. *sa*

COMMERCIAL CREDIT Co., Baltimore. Agency: O'Dea, Sheldon & Canaday, N. Y. *n sp*

COMMERCIAL INVESTMENT TRUST, New York (auto finance). Agency: Lord & Thomas, New York. *ta*

COMMUNITY FEDERAL SAVINGS & LOAN ASSN., Berkeley, Cal. Agency: Fletcher Udall & Assoc. *sa*

COMMUNITY MOTORS Inc., Chicago. Agency: Harold I. Collen. *sp*

COMMUNITY OPTICIANS, Brooklyn. *sp sa*

COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta sp*

CONGRESS CIGAR Co., New York (La Palina). Agency: Marschalk & Pratt, N. Y. *n sa sp*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONSOLIDATED BOOK PUBLISHERS, Chicago. Agency: Kermit-Raymond, Chicago. *t*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sa sp*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. *sp sa*

CONSOLIDATED EDISON Co., New York. Agency: McCann-Erickson, N. Y. *sp*

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. *sp*

CONSUMERS OIL Co., Chicago (Bluetone Oil). Agency: Robert Kahn & Assoc., Chicago. *t*

CONTI PRODUCTS Corp., New York (soap). Agency: Bermingham, Castleman & Pierce, N. Y. *sa*

CONTINENTAL BAKING Co., New York (Wonder bread & Hostess cake). Agency: Benton & Bowles, N. Y. *n sa*

SOUTH CAROLINA'S
No. 1 Market

GREENVILLE GETS A $12,000,000 ARMY AIR BASE

Work is now under way toward a $12,000,000 Army Air Base eight miles south of Greenville, South Carolina, to be manned by 4,500 officers and men.

This is merely the latest addition to Greenville County's list. Even before the war, it was:

- First among South Carolina counties in total population
- First among South Carolina counties in white population
- First in the total volume of wholesale sales in the State
- First in total retail sales volume in all South Carolina
- First among South Carolina counties in business payrolls
- First among the State's counties in industrial payrolls

WFBC-GREENVILLE

Now dominates this same territory, with over 500 cotton, rayon, nylon, worsted, finishing and garment plants running 22 hours a day, with the added force of the section's biggest boom for defense.

The only NBC-Red Network station in this rich industrial Piedmont section, WFBC has 500 m/v at the only war-free cigarette-paper mill in the world, 700 m/v at Camp Croft, second largest military cantonment in the State, and over 500 m/v at the Buzzard Roost power project, where millions in federal funds are being spent.

Time on WFBC is worth twice as much as it was last year—yet the rates of WFBC are unchanged.

5000 WATTS

NBC RED NETWORK

Heart of the Industrial Piedmont

NATIONAL REPRESENTATIVE — WEED & CO.

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco). Agency: Tracy-Lock-Dawson, New York. *ta*

COOK PRODUCTS Corp., San Francisco (sauce). Agency: Rufus Rhoades, San Francisco. *sa t*

DR. B. L. CORLEY'S PRODUCT, San Francisco (medicinal). Agency: Rufus Rhodes Adv., San Francisco. *sp*

CORN BELT HATCHERIES Inc., Joliet, Ill. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y. (Kremel, Linit). *n t sp*

CORNHUSKER HYBRID Co., Waterloo, Neb. Agency: Buchanan-Thomas, Omaha. *sa*

COSDEN OIL Corp., Fort Worth. Agency: Advertising Business Co., Fort Worth. *sa*

DR. S. M. COWEN, Los Angeles (chain dentist). *ta sp*

CRAWFORD CLOTHES, New York. Agency: Al Paul Lefton Co., N. Y. *sa sp*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn t*

CRAZY WATER Co. of Canada, Toronto (proprietary). *sp sa*

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *n*

CREAMETTE Co., Minneapolis (macaroni). Agency: MacKenzie Inc., Minneapolis. *sp t ta*

CRESCENT MACARONI Co., Davenport, Ia. Agency: Walter E. Battenfield Co., Des Moines. *rn*

CREW OF GOOD SHIP GRACE, Los Angeles (religious). Agency: Cochran Adv. Co., Los Angeles. *rn*

CROSSE & BLACKWELL, Baltimore (food). Agency: Van Sant, Dugdale & Co., Baltimore. *sa*

CROWELL PUBLISHING Co., New York (American, Woman's Home Companion, Colliers). Agencies: McCann-Erickson, N. Y. *sp*

CROWN DIAMOND PAINT Co., Montreal. Agency: McConnell, Eastman & Co., Montreal. *sa*

CROWN DOMINION OIL Co., Hamilton, Ont. Agency: E. W. Reynolds & Co., Toronto. *sp ta*

CROWN PRODUCTS Corp., San Francisco (Saniclor cleaner). Agency: Diamond Adv. Agency, San Francisco. *sp*

CUBBISON CRACKER Co., Los Angeles. Agency: Adv. Arts. Agency, Los Angeles. *sp*

CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cunnyngham, Chicago; Reiwitch & Wittenberg, Chicago; Blackett-Sample-Hummert, Chicago; Critchfield & Co., Chicago. *n sp t sa fm*

CULINART PRODUCTS, Chicago (Royal Lemon cleanser). *sa*

CUMBERLAND BREWING Co., Cumberland, Md. (Old Export beer). Agency: McDaniel, Fisher & Spelman, Akron. *sa*

CUMMER PRODUTCS Co., Bedford, O. (Molle shaving cream, Energine, Diamond Dyes). Agency: Young & Rubicam, N. Y. *n*

E. & S. CURRIE Ltd., Toronto (cravats). Agency: Norris-Patterson, Toronto. *ta sa*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: H. B. LeQuatte, N. Y. *sp rn*

CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agency: BBDO, N. Y. *sa ta*

CURTISS CANDY Co., Chicago. Agency: C. L. Miller Co., Chicago. *n ta sa*

CYNTHIA SWEETS Co., Boston (candy). Agency: Albert Frank-Guenther Law, N. Y. *rn*

D

D. & H. COAL Co., Scranton, Pa. Agency: Leighton & Nelson, Schenectady. *sp*

DAGGETT CHOCOLATE Co., Cambridge, Mass. Agency: Harry M. Frost Co., Boston. *sa*

DAIRY ASSN., Lyndonville, Vt. (Kow-Kare). Agency: Hays Adv. Agency, Burlington, Vt. *ta sa*

JIM DALE, New York (clothing chain). Agency: Reiss Adv., New York. *sa*

DALLAS MORRIS PLAN BANK, Dallas (loans). Agency: Ire de Jernett Agency, Dallas. *sa*

DANS CANCELLATION SHOES, Philadelphia (retail stores). Agency: Dan Rivkin, Philadelphia. *sa*

D'ARRIGO BROS., Boston (Andy Boy brocolli). Agency: Chambers & Wiswell, Boston. *ta*

VIRGINIA DARE EXTRACT Co., Brooklyn. Agency: Clements Co., Philadelphia. *sa*

DAVEGA CITY RADIO, New York. Agency: Publishers Service Co., N. Y. *sp*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: J. M. Mathes Inc., Murray Breese Assoc., N. Y. (Cocomalt); Charles Dallas Reach, Newark (Cut-Rite waxed paper); Charles W. Hoyt Co., N. Y. (O. K. baking powder); Sherman K. Ellis & Co., N. Y. (Davis baking powder). *n sp t*

DAY & NIGHT HEATER Co., Monrovia, Cal. Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

DAYTONA BEACH, FLA. (resort). Agency: Mark Byron Inc., Miami. *sa*

DEHYDRATED YEAST SALES Co., Toronto. Agency: Stanfield & Blaikie, Toronto. *sa*

DEISEL-WEMMER-GILBERT Corp., Detroit (cigars). Agency: Brace Beemer, Detroit. *sp sa*

DeKALB AGRICULTURAL ASSN., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wis. *sa*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n rn sp*

DELAWARE PUNCH Co., of America, San Antonio. Agency: Grant Adv. Agency, Dallas. *rn sp*

DEMPSTER MILL MFG. Co., Beatrice, Neb. (windmills). Agency: Coles Inc., Des Moines. *sa*

DENALAN Co., San Francisco (dental plate cleanser). Agency: Rufus Rhoades & Co., San Francisco. *sa rn*

DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

DeSOTO CHEMICAL Co., Arcadia, Fla. (Gator roach hives). *sa*

DETROIT & CLEVELAND NAVIGATION Co., Detroit. Agency: Ralph L. Wolfe & Assoc., Detroit. *sa*

DIAMOND JIM Co., Chicago. Agency: Robert Kahn & Associates, Chicago. *sp*

DILL Co., Norristown, Pa. (Espotabs). Agency: Herbert Shifer Adv., Norristown, Pa. *sa*

A. DIRKSEN & SONS, Springfield, Ill. (furniture store). *sp*

DISTILLERS WAREHOUSE Inc., St. Louis (wines). Agency: Olian Adv. Co., St. Louis. *sa*

DODDS MEDICINE Co., Toronto (proprietary). Agency: A. J. Denne Co., Toronto. *sa ta*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *sa t ta*

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast, etc). Agency: Ruthrauff & Ryan, New York *t n*

DOUBLEDAY, DORAN & Co., New York (books). Agency: Huber Hodge & Sons, N. Y. *ta*

DOUGLAS OIL & REFINING Co., Los Angeles. Agency: H. W. Kastor & Sons, Chicago. *sa*

DOWD-FEDER Inc., Cleveland (auto dealer). Agency: Lee Anderson Adv. Agency, Detroit. *sa*

DOYLE PACKING Co., Newark (canned food). Agency: H. M. Alexander & Assoc., N. Y. *sp sa*

DREWERY LTD OF USA, South Bend (beer). Agency: R. A. Moritz Co., Davenport, Ia. *rn*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Pittsburgh. *sp*

DUFFY-MOTT Co., New York (Sunsweet prune juice). Agency: Al Paul Lefton Co., Philadelphia. *rn sp*

DUNCAN COFFEE Co., Houston (Duncan coffee). Agency: Steele Adv. Agency, Houston. *sa rn*

DUNLOP MILLING Co., Hartsville, Tenn. Agency: Young & Rubicam, N. Y. *sp*

DUNN SHOE STORES, Philadelphia (retail shoes), direct. *sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sa sp n t*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURKEE FAMOUS FOODS, Chicago (margarine). Agency: C. Wendel Muench & Co., Chicago. *ta*

DWARFIES Corp., Council Bluffs, Ia. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

DWIGHT-EDWARDS Co., San Francisco (Nob Hill coffee). Agency: McCann-Erickson, San Francisco. *sa*

E

EAGLE VINEYARDS, San Francisco (Baronet wine). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *sp*

EASTERN STEAMSHIP LINES, New York. Agency: N. W. Ayer & Son, N. Y. *sa*

EASTERN STEEL PRODUCTS, Preston, Ont. (farm equipment). Agency: Cockfield, Brown & Co., Toronto. *ta*

EASTERN WINE Corp., New York. Agency: H. C. Morris & Co., N. Y. *sa ta*

T. EATON Co., Toronto (retail chain). *sp*

DWIGHT EDWARDS Co., San Francisco (Safeway coffee subsidiary). Agency: McCann-Erickson, San Francisco. *sa*

EDWARDS TABLETS Co., Chicago (Parr vitamins). Agency: United Adv. Cos., Chicago. *sp*

EGOFOAM PRODUCTS Co., New York (shampoo etc.) Agency: Bob Wheaton Productions, N. Y. *sp*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *n*

ELLENA BROS. WINE Co., Etiwanda, Cal. Agency: J. B. Shaw Co., Los Angeles. *rn*

DR. ELLIS SALES Co., Pittsburgh (cosmetics). Agency: Smith, Hoffman & Smith, Pittsburgh. *sa sp*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. *n ta*

EMERSON RADIO & PHONOGRAPH Corp., New York. Agency: Buchanan & Co., N. Y. *sp rn n*

EMPLOYERS CASUALTY Co., Dallas. Agency: Ira DeJernett Agency, Dallas. *sp rn*

ENGLEMAN GARDENS ASSN., Edinburgh, Tex. (Won-Up grapefruit juice). Agency: Ruthrauff & Ryan, Chicago. *ta*

J. C. ENO Ltd., New York (effervescent salts). Agency Atherton & Currier, N. Y. *sa ta*

J. C. ENO Ltd., Toronto (Eno salts). Agency: Atherton & Currier, Toronto. *sp*

ENOSIL CHEMICAL Co., Oakland (floor wax). Agency: Tomaschke-Elliott, Oakland. *sa*

CLARENCE ERICKSON, Chicago (Chicago Gospel Tabernacle). *sa t*

ESSO MARKETERS, New York, etc. (Standard Oil marketers). Agency: Marschalk & Pratt, N. Y. *sp sw*

ESTERBROOK STEEL PEN MFG. Co., New York. Agency: National Export Adv. Service, N. Y. *sw*

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n*

EUCLID CANDY Co. of Cal., San Francisco (Red Cap candy). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn sp*

EVERSHARP Inc., Chicago (pens, pencils). Agency: Biow Co., N. Y. *n*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *sa ta rn sp*

F

MAX FACTOR & Co., Hollywood (cosmetics). Agency: Ted H. Factor Agency, Los Angeles. *sw*

FAIRMONT CREAMERY Co., New York (butter). Agency: Joshua Epstein Agency, N. Y. *sp*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Ruthrauff & Ryan, N. Y. *sp sa n*

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FARMERS COTTON OIL Co., Wilson, N. C. *sp*

FASEL OPTICAL Co., Dallas. Agency: Couchman Adv. Agency, Dallas. *sa*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp ta*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menken Adv., N. Y. *sa t*

FEDERAL ACCIDENT INSURANCE Co., New York. Agency: Hubert Hoge & Sons, N. Y. *sp*

FEDERAL HOUSEHOLD APPLIANCE Co., Dallas (appliances). Agency: Rogers & Smith, Dallas. *sp*

FEDERAL OUTFITTING Co., San Francisco (clothing chain). Agencies: Heintz Pickering & Co., Los Angeles; Allied Adv. Agencies, San Francisco. *sa t*

FEDERAL SAVINGS & LOAN INSTITUTE OF CAL., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa*

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P. O. N. beer). Agency: E. T. Howard Co., N. Y. *sp rn*

FELLOWS MEDICAL MFG. Co., New York. Agency: A. J. Denne & Co., Toronto. *sa*

FELS & CO., Philadelphia (Fels Naptha soap). Agency S. E. Roberts Inc., Philadelphia. *n sp t sa*

FELTMAN & CURME SHOE STORES, Los Angeles (chain). Agency. Advertising Arts Agency, Los Angeles. *sa*

FEMININE PRODUCTS, New York (Arrid deodorant). Agency: Street & Finney, N. Y. *ta sa*

H. FENDRICH, Evansville, Ind. (cigars). Agency: Russel M. Seeds Co., Chicago. *sp*

FENN BROS., New York (ice cream). Agency: BBDO, Minneapolis. *sa*

FESENMEIRER BREWING Co., Huntington, W. Va. Agency: Frederick W. Ziv, Cincinnati. *t*

FEUCHTENERGER BAKERIES, Bluefield, W. Va. Agency: Frederick W. Ziv Inc., Cincinnati. *sp*

MARSHALL FIELD & Co., Chicago (stores). Agency: Charles Daniel Frey Co., Chicago. *sp*

FIFTH STREET STORE, Los Angeles (retail). Agency: Mayers Co., Los Angeles. *sa*

J. H. FILBERT Inc., Baltimore (margerine, mayonnaise). Agency: Courtland D. Ferguson Inc., Washington. *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n, rn sa t sw*

FIRESTONE TIRE & RUBBER Co. of Canada, Toronto. Agency Russell T. Kelley, Ltd., Toronto. *sa*

FIRST NATIONAL STORES, Somerville, Mass. Agency: Badger & Browning, Boston. *rn sa*

FISHER BREWING Co,. Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sp*

FISHER FLOURING MILLS Co., Seattle. Agency: Pacific National Adv. Agency, Seattle. *sp sa*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*

FITGER REWING Co., Duluth. Agency: Sherman & Marquette, Chicago. *ta sp*

FITZPATRICK BROS., Chicago (Kitchen Klenzer). Agency: Arthur Meyerhoff & Co., Chicago. *sa*

FLAKO PRODUCTS Corp., New Brunswick, N. J. (pastry mix). Agency: H. B. LeQuatte, N. Y. *rn sp*

FLAMINGO SALES Co., Los Angeles (nail polish). Agency: Buchanan & Co., Los Angeles. *sa*

FATHER FLANAGAN BOYS HOME, Boystown, Neb. Agency: Bozell & Jacobs, Omaha. *sp*

FLEET WING Corp., Cleveland (gas, oil). Agency: Griswold-Eshleman Co., Cleveland. *sa*

FRANK H. FLEER Corp., Philadelphia (gum). Agency: N. W. Ayer & Son, N. Y. *t*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner, N. Y. Blackett-Sample-Hummert, N. Y. *sa t n rn*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sa sp*

J. A. FOLGER & Co., San Francisco (food). Agencies: Raymond R. Morgan Co., Hollywood; Lord & Thomas, Chicago. *rn t sp*

J. A. FOLGER & Co., Kansas City (coffee). Agency: Lord & Thomas, Chicago. *t*

J. B. FORD Co., Wyandotte, Mich. (chemicals). Agency: N. W. Ayer & Son, Philadelphia. *ta*

FORD MOTOR Co., Detroit (motor cars). Agencies: Maxon Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal. *n sp sa t rn*

FOREMAN & CLARK, Chicago (clothiers). Agency: Firestone Adv. Agency, St. Paul, Minn. *sa sp*

FOREMAN & CLARK, Los Angeles (clothing chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *sp*

FORREST STOVE WORKS, Los Angeles. Agency: Adv. Arts Agency, Los Angeles. *sp*

FORT PITT BREWING Co., Sharpsburg, Pa. Agency: BBDO, Pittsburgh. *sp*

FORT WORTH POULTRY & EGG (Armour & Co.) *rn*

FORTY FATHOM FISH Inc., Boston. Agency: Alley & Richards, Co., Boston. *sa*

H. D. FOSS Co., Boston (Cynthia Sweets). Agency: Albert Frank-Guenther Law, Boston. *sa*

FOSTER-MILBURN Co., Buffalo (Doanes pills). Agency: Spot Broadcasting. N. Y. *sa ta*

E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small & Seiffer, N. Y. *sa*

I. J. FOX, New York (furs). *sp sa*

PETER FOX BREWING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa*

FOX HEAD WAUKESHA Corp., Waukesha, Wis. (beer). Agency: Van Auken-Ragland, Chicago. *ta*

FRANCO-AMERICAN CHEMICAL Co., Montreal (proprietary). Agency: S. A. Conover Co., Boston. *sa*

FREIHOFER BAKING Co., Philadelphia (Hollywood Bread). Agency: Richard A. Foley Adv., Philadelphia.

FRENCH AUR Co., Cincinnati. *sp*

FRESH FRUIT & VEGETABLE ADVERTISERS of So. Cal. (cooperative). Agency: Scholts Adv. Service, Los Angeles. *sp*

FREY-WEAVER Co., Lancaster, Pa. (coffee). *sp*

FRIDAY, New York (weekly magazine). Agency: H. C. Morris & Co., N. Y. *sp n ta*

FRIEND BROS., Boston (baked beans). Agency: Ingalls-Miniter Co., Boston. *sp rn*

FRIENDSHIP STUDIOS, Elmira, N. Y. (photos). Agency: Phil Gordon Agency, Chicago. *sa*

FRITO WEST COAST Co., Los Angeles (salted corn chips). Agency: Lawrence Co., Los Angeles. *sp*

FRUIT GROWERS' COOPERATIVE ASSN., Sturgeon Bay, Wis. (canned cherries). Agency: Paulson-Gerlach & Associates, Milwaukee. *sa*

FRUIT INDUSTRIES Ltd., Los Angeles (Guasti wine). Agency: Brisacher, Davis & Staff, Los Angeles. *ta*

FRUIT WINE CO. OF AMERICA, Brooklyn. Agency: Emil Mogul Co., N. Y. *sa sp*

C. E. FULFORD Ltd., Toronto (proprietary). Agency: F. H. Hayhurst Co., Toronto. *sa*

W. P. FULLER & Co., San Francisco (paint). Agency: McCann-Erickson, San Francisco. *sa t*

G

GAGE BROS., Chicago (milliners). Agency: Kuttner & Kuttner, Chicago. *sa*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa rn*

GALLO WINE Co., Modesto, Cal. Agency: Charles H. Nayne Co., Los Angeles. *ta*

GALVESTON-HOUSTON BREWERIES, Houston (Southern Select beer). Agency: Ruthrauff & Ryan, Houston. *ta*

GAMBLE STORES, Minneapolis (Anti-Freeze). Agency BBDO, Minneapolis. *sa*

GARDEN CITY PUBLISHING Co., New York (business encyclopedia). Agency: Huber Hoge & Sons, N. Y.

GARDNER NURSERY Co., Osage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta*

GARFIELD TEA Co., Brooklyn (headache remedy). Agency: Jasper, Lynch & Fishel, N. Y. *sa*

GARRETT & Co., Brooklyn (Virginia Dare wine). Agency: Sterling Beeson Inc., Toledo. *sp*

GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickelton, San Francisco. *sp sa t*

GASTON CANNING Co. Agency: Applegate Adv. Co., Muncie, Ind. *sa*

GEBHARDT CHILI POWDER Co., San Antonio. Agency: Pitluk Adv. Agency, San Antonio. *sa*

MAX GEISLER BIRD Co., New York (bird food). Agency: Moore & Hamm, N. Y. *sp*

GENERAL BAKING Co., New York (Bond bread). Agency: Newell-Emmett Co., N. Y. *n sp sa t ta*

GENERAL BREWING Corp., San Francisco (Lucky Tiger Beer). Agency: McCann-Erickson, San Francisco. *sa*

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl). *n t rn ta*

GENERAL DRY BATTERIES of Canada, Toronto. Agency: A. McKim Ltd., Toronto. *sp*

GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland (electrical devices). Agencies: Maxon Inc., Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland. *n sa t sp*

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, Sanka, La France, Postum); Benton & Bowles, N. Y. (Certo, Huskies, Maxwell House Coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

GENERAL MILLS, Minneapolis (Gold Medal flour, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago; Knox Reeves Adv., Minneapolis. *n t sp sa ta*

GENERAL MOTORS Corp., Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co. of N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner Inc., N. Y.; MacManus, John & Adams, Detroit; BBDO, N. Y. *n sa sp rn ta*

GENERAL PETROLEUM Corp., Los Angeles. Agency: Smith & Drum, Los Angeles. *rn sa*

GENESEE BREWING Co., Rochester. Agency: John P. Smith Co., Rochester. *sa*

GEPPERT STUDIOS, Des Moines (photo enlargements). Agency: Cary-Ainsworth, Des Moines. *sa sp*

GERARD PUBLISHING Co., New York. Agency: H. C. Morris & Co., N. Y. *ta*

MARTIN GILLETT Co., Baltimore (tea). Agency: Wm. A. Schautz Inc., N. Y. *sa*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. *n sp*

GILLETTE SAFETY RAZOR Co., of Canada, Montreal. Agency: Maxon Inc., Detroit. *n*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Botsford, Constantine & Gardner, Los Angeles. *rn sa ta*

GIMBEL BROS., New York (department stores). *sp*

THE GRANITE STATE STATION
The Profile
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MANCHESTER, N.H.

WFEA

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5000 WATTS FULLTIME

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NETWORKS

Representatives
Bertha Bannan, New England
Weed & Company, National

GLOBE BREWING Co., Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore. *t sp*

GOLAN WINES, Los Angeles. Agency: Brown & Thomas, N. Y. *sa*

GOLDEN GLINT Co., Seattle (shampoo). *sa*

GOLDEN STATE Co., San Francisco (dairy products). Agency: Ruthrauff & Ryan, San Francisco. *sp ta*

D. GOLDENBERG Inc., Philadelphia (peanut chews). Agency: Clements Co., Philadelphia. *sa*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t sa sp*

GOOD HUMOR ICE CREAM Co., Los Angeles. Agency: Western Adv. Agency, Los Angeles. *sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn sa*

GOOD & REESE NURSERIES, Springfield, O. Agency: Lee Boulette Agency, Springfield. *sp t*

GOOD SHEPHERD FOUNDATION, Hollywood (alcoholism treatment). Agency: Advertising Arts Agency, Los Angeles. *sp*

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan, N. Y.; (Seal O Matic inner tube) Buchanan & Co., N. Y.; Griswold-Eshleman Co., Cleveland (tractor tires); BBDO, N. Y. *sp*

GOODYEAR RUBBER Co., Middleton, Conn. Agency: N. W. Ayer & Son. *sa*

GORDON BAKING Co., Detroit. Agency: Geyer, Cornell & Newell, Detroit. *n rn sp*

GORTON PEW FISHERIES, Gloucester, Mass. Agency H. B. LeQuatte Inc., N. Y. *rn sp*

GOSPEL BROADCASTING ASSN., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp rn n t sw fm*

BARBARA GOULD Inc., New York (cosmetics). Agency: Lord & Thomas, N. Y. *sp*

GOULD WITCH HAZEL Co., Boston (Go-Go). Agency: Edmund S. Whitten Inc., Boston. *sa*

GRAND ISLAND DISTRIBUTING Co., (ointment). Agency: International Advertisers, Niagara Falls, N. Y. *sa*

I. J. GRASS NOODLE Co., Chicago (soup). Agency: Charles Silver & Co., Chicago. *sp sa*

GREAT ATLANTIC & PACIFIC TEA Co., Boston. Agency: Paris & Peart, N. Y. *rn sa*

GREAT NORTHERN RAILWAY Co., St. Paul. Agency: Bronson West Adv., St. Paul. *ta*

GREYHOUND MANAGEMENT, Cleveland (bus transportation). Agency: Beaumont & Hohman, Cleveland. *sa t n*

GRIESEDICK BROS., St. Louis. Agency: BBDO, Chicago. *sp sa*

GRIESEDIECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n sp t ta*

GRISWOLD MFG. Co., Erie, Pa. (cooking utensils). *sp*

WM. H. GROSS CHEMICAL Co., San Antonio (hair tonic). Agency: Bernard M. Brooks, Adv., San Antonio. *sa*

L. O. GROTHE Ltd., Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *n sp*

GROVE LABS., St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago. H. W. Kastor & Sons, Chicago. *n sa sp*

GRUEN WATCH Co., Cincinnati. Agency: Compton Adv., N. Y. *t sa*

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Stodel Adv. Co., Los Angeles. *sp rn*

GUIDE GROUP PUBLICATIONS, Chicago (Click). Agency: Al Paul Lefton Co., Philadelphia. *sa*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp n t*

GULF BREWING Co., Houston (Grand Prize beer). Agency: Rogers-Gano Adv. Agency, Houston. *rn sp*

GULF OIL Corp., Pittsburgh (oil products). Agency: Young & Rubicam, N. Y. *n t*

C. G. GUNTHER SONS, New York (fur storage). Agency: Eileen Cumming Assoc., N. Y. *sa*

GUNTHER BREWING Co., Baltimore. Agency: Ruthrauff & Ryan, N. Y. *sp sa t*

GUSTAFSON BROKERAGE Co., San Diego, Cal. (food wholesalers). Agency: Norman W. Tolle & Assoc., San Diego. *sp*

GUTTA PERCHA & RUBBER, Toronto (tires). Agency: A. McKim Ltd., Toronto. *sa*

H

HAAS BARUCH & Co., Los Angeles (Iris coffee). Agency: Robert Smith Adv. Agency, Portland, Ore. *sp sa*

HAAS BROS., San Francisco (wholesale grocery). Agencies: Robert Smith Adv. Agency, Los Angeles; Leon Livingston Adv., San Francisco. *rn sp*

HABITANT SOUP Co., Manchester, N. H. Agency: H. B. LeQuatte Inc, N. Y. *rn sp*

DR. B. W. HAIR'S SUCCESSORS, Richmond, Ind. Agency: Ryan & Thrasher, Cincinnati. *sa*

HALDEMAN-JULIUS PUB. Co., Girard, Kan. (books). Agency: Huber Hoge & Sons, N. Y. *sp*

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp*

HAMILTON FOUNTAIN PEN Co., Chicago. Agency: Frank R. Steel Assoc., Chicago. *sa*

HAMILTON FURS, Denver. Agency: Robertson Adv. Agency, Denver. *sa*

THEODORE HAMM BREWING Co., St. Paul. Agency: Mitchell-Faust Adv. Co., Chicago. *sp*

PETER HAND BREWERY Co., Chicago. Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*

JAMES HANLEY Co., Providence, R. I. (ale). Agency: Harold Cabot Co., Boston. *ta*

CHRIS HANSEN LABS., Little Falls, N. Y. (Junket). Agency: Mitchell-Faust Adv. Agency, Chicago. *sa*

CHR. HANSEN'S LABS., Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa*

HART FINANCE Corp., Philadelphia (loans). *sp*

HARTUNG AIRCRAFT Corp., Detroit (school). Agency: C. E. Rickerd Inc., Detroit. *sp*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed). Agency: George H. Hartman Co., Chicago. *sa sp*

HASEROT Co., Cleveland (coffee). *sa*

HASKINS BROS. & Co., Omaha (soap). Agencies: Presba, Fellers & Presba, Chicago; Sidney Garfinkel Adv. Agency, San Francisco. *sa sp t*

HAUSER FOOD PRODUCTS Co., Santa Monica, Cal. (sauce). Agency: McElroy Adv. Agency, Los Angeles. *sp*

HAVA-TAMPA CIGAR Co., Tampa, Fla. *sa*

HAWAIIAN PINEAPPLE Co., Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n*

HAZEL MILBOURNE SCHOOL OF BUSINESS, Seattle. Agency: Gilbert Wellington, Seattle. *sp*

HEALTHAIDS, Jersey City (Serutan vitamin beverage). Agency: Raymond Spector Co.; Ruthrauff & Ryan, N. Y. *t rn sp*

HEARST MAGAZINES, New York (Cosmopolitan magazine). Agency: J. Walter Thompson Co., N. Y. *sa*

HEBREW EVANGELIZATION SOCIETY, Los Angeles. Agency: Tom Westwood Adv., Los Angeles. *rn sp t*

HECHT Co., Washington (department stores). Agency: Kal Adv., Washington. *sp*

HECKER PRODUCTS Corp., New York. Agencies: Benton & Bowles, N. Y. (shoe polish); Maxon Inc., N. Y. (H-O Oats, Hecker's Farina & Force cereals); Leo Burnett Co., Chicago (Ceresota, Heckers, Aristos, Presto flours). *t n sa sp*

HEILEMAN BREWING Co., LaCrosse, Wis. (Old Style lager). Agency: L. W. Ramsey Co., Chicago. *sa sp*

HELMS BAKERIES, Los Angeles (chain, home service). Agency: Martin Allen Adv., Los Angeles. *sp*

HENNAFOAM Corp., New York (shampoo). Agency: Arthur Rosenberg Co., N. Y. *t*

HENRY, LEONARD & THOMAS, New York (pipes). Agency: Platt-Forbes, N. Y. *sp*

FREDERICK HERRSCHNER Co., Chicago (yarn). Agency: Northwest Radio Adv., Co., Seattle. *sp*

DR. HESS & CLARK Inc., Ashland, O. Agency: N. W. Ayer & Son, Philadelphia. *ta*

HEYMAN PROCESS Corp., New York (Mello fruit drinks). Agency: Weiss & Geller, N. Y.

HICKOK OIL Corp., Toledo. *rn*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

HILEX Co., St. Paul (cleanser). Agency: McCord Co., Minneapolis. *sa t*

HILL BROS., New York (dates, bread mix). Agency: Biow Co., N. Y. *sp*

HILLS BROS., San Francisco (coffee). Agency: N. W. Ayer & Son, San Francisco. *sa ta*

J. R. HINES Co., Hogansville, Ga. (canned food). *sp*

CHARLES E. HIRES Co., Philadelphia (root beer). Agency: O'Dea, Sheldon & Canaday, N. Y. *sa ta*

DR. HISS FOOT CLINIC, Los Angeles. Agency: Ruth Hamilton Assoc., Los Angeles. *rn*

HISTEX Corp., Chicago (proprietary). Agency: United Adv. Co., Chicago. *sa*

HI-VITAMIN Corp., New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*

HOFFMAN BEVERAGE Co., Newark (soft drinks). Agency: BBDO, N. Y. *ta*

HOLLAND FURNACE Co., Holland, Mich. Agency: Ruthrauff & Ryan, Chicago. *n*

HOLLYWOOD CANDY Co., St. Louis. Agency: Anfenger Adv. Agency: St. Louis. *sa*

HOLTITE MFG. Co., Baltimore (Cat's Paw rubber heels). Agency: S. A. Levyne Co., Baltimore. *ta*

HOLSON BAKING CO., Fort Wayne, Ind. Agency: W. E. Long, Chicago. *sa*

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Caboth Co., Boston. *ta*

HOOVER LINIMENT, Carlisle, Ind. Agency: Wade Adv. Agency, Chicago. *sa ta*

HORLICK'S MALTED MILK CORP., Racine, Wisc. (malted milk). Agency: Erwin, Wasey & Co., Chicago. *sp n*

HOROWITZ-MARGARETEN Co., New York (food). Agency: Advertisers Broadcasting Co., N. Y.

GEO. A. HORMEL & Co., Austin, Minn. (canned food). Agency: BBDO, Minneapolis. *n*

HOUSEHOLD FINANCE CORP., Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp ta*

HOUSEHOLD MAGAZINE, Topeka. Agency: Presba, Fellers & Presba, Chicago. *sp t*

PAUL J. HOWARD, Los Angeles (nursery). Agency: Hixson-O'Donnell Adv. Los Angeles. *sp.*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp m*

HOWARD STORES, Newark. Agency: William Scheer Adv. Agency, Newark. *sp*

HUB CLOTHING, New York. Agency: Sawdon Agency, N. Y. *sa*

HUBINGER Co., Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore, Inc., St. Louis. *sa*

RICHARD HUDNUT Inc., New York (Marvelous cigarettes). Agency: Benton & Bowles, N. Y. *rn*

HUDSON'S BAY Co., Winnipeg (department store). *sa*

HUDSON CANADIAN FUR Co., Brooklyn. *sp*

HUDSON COAL Co., Scranton. Agency: Leighton & Nelson, Schenectady. *sp*

HUDSON MOTOR CAR Co., Detroit (motor cars). Agency: Brenallen Agency, N. Y. *n t sa rn*

E. GRIFFITH HUGHES, Rochester, N. Y. (Kruschen Salts). Agency: F. A. Hughes Co., Rochester. *sa*

K. A. HUGHES Co., Roxbury, Mass. (proprietary). Agency: Badger & Browning, Boston. *sa*

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder). Agency: Pollyea Adv., Terre Haute. *sa ta*

HUMKO Co., Memphis (shortening). Agency: Simon & Gwynn, Memphis. *sp*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp rn*

HUNT'S Ltd., Toronto (chain confectionery stores). Agency: Ellis Adv Co., Toronto. *sp*

EDGAR F. HURFF Co., Swedesboro, N. J. (canned food). Agency: John Falkner Arndt & Co., Philadelphia. *ta*

HURLEY MACHINE Co., Chicago (Gladiron). Agency: E. H. Brown Adv. Agency, Chicago. *sa*

TOM HUSTON PEANUT Co., Columbus, Ga. (confections). Agency: Tucker Wayne & Co., Atlanta. *t*

HUTCHINSON MEADOW GOLD Co., Des Moines (dairy products). Agency: Wallace Adv. Agency, Des Moines. *sp*

HYDE PARK BREWERIES, St. Louis. Agency: Ruthrauff & Ryan, St. Louis. *sp*

I

ICE CREAM PRODUCTS Inc., Chicago (Frizz). Agency: BBDO, Chicago. *ta*

IGLEHART BROTHERS Co., Evansville (flour), subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n*

ILLINOIS BELL TELEPHONE Co. Agency: N. W. Ayer & Son, N. Y. *sa*

ILLINOIS CENTRAL RAILROAD, Chicago. Agency: Caples Co., Chicago. *sp t n*

ILLINOIS OIL AND FARMOWNERS EQUITY Assn., Centralia, Ill., direct. *t*

ILLINOIS MEAT Co., Chicago (Redi-Meat). Agency: Neisser-Meyerhoff, Chicago. *n*

ILLUSTRATED PRESS, Chicago. *sa*

IMPERIAL LIFE INSURANCE Co., Los Angeles. Agency: W. B. Ross & Associates, Los Angeles. *sp*

IMPERIAL OIL Ltd., Toronto. Agency: MacLaren Adv. Co., Toronto. *n ta t*

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson, Dallas. *sp t rn*

IMPERIAL TOBACCO Co., Montreal. Agency: Whitehall Bcstg. Ltd., Montreal. *ta sp*

INDEPENDENT DRUGGISTS OF SOUTHERN CAL., Los Angeles. Agency: W. C. Jeffries Co., Los Angeles. *sp*

INDUSTRIAL SHIPBUILDING & ENGINEERING Co., Los Angeles (welding school). Agency: Chas. H. Mayne Co., Los Angeles. *sp ta*

INDUSTRIAL TRAINING Corp., Chicago (technical school). Agency: James R. Lunke & Associates, Chicago. *t n ta rn*

INNES SHOE Co., Los Angeles (chain stores). Agency: Cloward Adv. Agency, Los Angeles. *sa*

INSTITUTE OF PRACTICAL DRAFTING, Newark. Agency: Herman Adv., Newark. *sa*

INSURANCE SECURITIES Inc., Oakland. Agency: Theodore H. Segall, San Francisco. *sp*

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agency: Lord & Thomas, Chicago. *n sa sw*

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton. Agency: N. W. Ayer & Son, N. Y. *t*

INTERNATIONAL HARVESTER Co., Chicago (twine). Agency: Aubrey, Moore & Wallace, Chicago (McCormick-Deering dealers). McCord Co., Minneapolis *sp*

INTERNATIONAL MILLING Co., Greenville, Tex. (Robin Hood flour). Agency: Campbell-Mithun, Minneapolis. *sp sa*

INTERNATIONAL SALT Co., Scranton. Agency: J. M. Mathes, Inc., N. Y. *rn sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n*

XUM

INTERNATIONAL SILVER Co., Toronto (silverware). Agency: Young & Rubicam, Toronto. *n*

INTERSTATE BAKERIES Corp., Los Angeles. Agency: Scholtz Adv. Service, Los Angeles. *rn*

INTERSTATE BAKERIES CORP., Tuscola, Ill. *sa*

INTERSTATE COTON OIL REFINING Co., Sherman, Tex. Agency: Wilson-Crook, Dallas. *rn sp*

INTERSTATE NURSERIES, Hamburg, Ia. Agency: Buchanan-Thomas, Omaha. *sp t*

INTERSTATE TRANSIT LINES, Salt Lake City. Agency: Beaumont & Hohman, Omaha. *sp sa*

IODINE EDUCATIONAL BUREAU Inc., New York (animal feeding). Agency: Simmonds & Simmonds, Chicago. *sp ta*

IOWA OIL Co., Dubuque, Ia., direct. *sp*

IOWA SOAP Co., Burlington, Ia. Agency: James G. Lamb Co., Phila. *sp t*

IOWA TRACTOR & IMPLEMENT Co., Des Moines. Agency: Weston-Barnett, Waterloo, Ia. *sp*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n rn*

IRRESISTIBLE Inc., Jersey City (cosmetics). Agency: Redfield-Johnstone, N. Y. *sa*

ISLAND CREEK COAL SALES Co., Huntington, W. Va. (Black Onyx coal). Agency: Campbell & Reynolds, Chicago. *t*

J

J. G. F. COFFEE Co., Knoxville. *t*

JACQUES SEED Co., Prescott, Wis. Agency: Triangle Adv. Agency, Chicago. *sa*

JAQUES MFG. Co., Chicago (KC baking powder). *sa ta*

JAX BEER Co., Houston. Agency: Anfenger Adv. Agency, St. Louis. *sa sp*

JEFFERSON STANDARD LIFE INSURANCE Co., Greensboro, N. C. *sp*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, New York. *n rn*

JESTS Inc., Brooklyn (antiacid). Agency: Joseph Katz Co., N. Y. *sa*

JEWEL TEA Co., Barrington, Ill. (foods). Agencies: McJunkin Adv. Co., Chicago; Schwab & Beatty, N. Y. *sa*

JOHNS-MANVILLE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *sp*

HOWARD JOHNSON RESTAURANTS. Wollaston, Mass. Agency: Harry M. Frost Co., Boston.

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin Wasey & Co., N. Y. *n sp sa sw*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agency: Needham, Louis & Brorby, Chicago. *t n sw*

JOHNSON, CARVELL & MURPHY, Los Angeles (grocery). Agency: Heintz Pickering & Co., Los Angeles. *sp*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tek tooth brushes). Agencies: Ferry-Hanly Co., N. Y. (Band-Aid). Young & Rubicam, N. Y. *n sa*

JOURNAL OF LIVING PUBLICATIONS Corp., New York (V-Bev). Agency: Raymond Spector Co., N. Y. *sa t*

JOY CANDY, Chicago. Agency: Malcolm-Howard Adv. Agency, Chicago. *sa*

JUMBO STUDIOS, Lincoln, Neb. (photo finishing). Agency: Buchanan-Thomas Adv., Omaha. *sa*

JUNE DAIRY PRODUCTS Co., Newark (dated butter). Agency: A. W. Lewin Co., Newark. *sa*

JUSTIN BOOT & SHOE Co., Fort Worth. Agency: Evans & LeMay, Fort Worth. *n*

K

KAILER-YOUNGQUIST, Chicago (auto agency). Agency: David Bennet & Assoc., Chicago. *sp*

KATZ DRUG Co., Kansas City (chain). *sp sa*

KAUFMAN FURS, Los Angeles (retail). Agency: Dan B. Miner Co., Los Angeles. *sp*

KAVANAGH FOODS Ltd., Toronto (Toasted Prairie Nuts). Agency: Richardson-Macdonald Adv. Service, Toronto. *t sa*

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits); Kenyon & Eckhardt, N. Y. (All-Bran, Pep, Gro-Pup, Bran Flakes); Hays MacFarland & Co., Chicago (Wheat Krispies and feeds). *ta sp.*

KELLOGG ANT PASTE Co., Los Angeles (anticide). Agency: W. C. Jeffries, Los Angeles. *sa*

KELLY DOUGLAS & Co., Vancouver, B. C. (Nabob coffee). Agency: Stewart-McIntosh, Vancouver. *sp*

KEMCO PRODUCTS, Indianapolis (soup). Agency: Caldwell-Baker, Indianapolis. *sa*

KEMP BROS. PACKING Co., Frankfort, Ind. (Sun-Rayed tomato juice). Agency: Caldwell-Baker Co., Indianapolis. *sp*

KEMP & LANE, LeRoy, N. Y. (Orangeine headache powder). Agency: F. A. Hughes & Co., Rochester. *sa ta*

KENDALL FOODS Inc., Los Angeles (dog food). Agency: Scholts Adv. Service, Los Angeles. *sa*

KENNEDY MFG. Co., Montreal (insecticide). Agency: Cockfield Brown & Co., Montreal. *sa*

KENRAD TUBE & LAMP Corp., Cincinnati. Agency: Allen, Heaton & McDonald, Cincinnati. *sp*

KENSTAN PRODUCTS Co., Los Angeles (proprietary). Agency: John H. Riordan Co., Los Angeles. *sa*

KENT STORES, N. Y. Agency: S. R. Leon Agency, N. Y. *sp*

DR. E. W. KENYON, Los Angeles (religious). *rn*

KERR BROS., Toronto (candy). Agency: Ellis Adv. Co., Toronto. *sa*

KERR GLASS MFG. Corp., Los Angeles (Mason jars). Agency: Raymond R. Morgan Co., Hollywood. *sa*

KEYSTONE AUTOMOBILE CLUB, Philadelphia. Agency: James G. Lamb Co., Philadelphia. *sp*

KEYSTONE MACARONI CO., Lebanon, Pa. Agency: James G. Lamb Co., Philadelphia. *sp*

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (fences). Agencies: Mace Adv. Co., Peoria, Ill. Russel M. Seeds Co., Chicago. *rn sp*

KILMER & CO., Binghamton, N. Y. (Swamproot). Agency: Blackett-Sample-Hummert, N. Y. *sp*

KILPATRICK BAKERIES, Oakland, Cal. Agency: Emil Reinhardt, Oakland. *sa t*

KIP Corp., Los Angeles (sunburn ointment). Agency: Philip J. Meany Co., Los Angeles. *ta sa*

KIRKMAN & SON, New York (soap). Agency: N. W. Ayer & Son, N. Y. *sa sp*

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Chas. W. Hoyt Co., N. Y. *sa*

KNOX Co., Los Angeles (Cystex). Agency: Barton A. Stebbins Adv., Los Angeles. *sp sa*

KNOX GELATINE Co., Johnstown, N. Y. (gelatine). Agency: Kenyon & Eckhardt, N. Y. *sp sa rn*

KOLYNOS Co., New Haven (toothpaste). Agency: Blackett-Sample-Hummert, Chicago. *t n*

KONDON MFG. Co., Minneapolis (nasal jelly). Agency: United Adv. Co., Chicago. *sp*

KONGA BEVERAGES, N. Y. Agency: Brenallen Co., N. Y.

KONGA-GARRBO Corp., N. Y. (beverage). Agency: Milton J. Adler Co., N. Y. *sa*

KONJOLA Inc., East Port Chester, Conn. (proprietary). Agency: Allied Adv. Agencies, Los Angeles. *t sp ta*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KRAFT CHEESE, Montreal. Agency: J. Walter Thompson Co., Montreal. *n*

S. H. KRESS & Co., New York. *sa sp*

KROGER GROCERY & BAKING Co, Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

G. KRUEGER BREWING Co., Newark. Agency: Compton Adv., N. Y. *ta sp*

JOSEPH KUHN Co., Champaign, Ill. (clothing). *sp*

KUHNER PACKING Co., Muncie, Ind. (Snow-Light lard). Agency: Lewis E. Wade Inc., Fort Wayne. *sp*

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LADY ESTHER Co., Evanston, Ill (powder, etc.). Agencies: Pedlar & Ryan, N. Y.; Lord & Thomas, N. Y. *n*

LAKE COMPOUNCE, Connecticut (summer resort). *sp sa*

LAMBERT PHARMACAL CO., St. Louis (Listerine, Milk-o-mag). Agency: Lambert & Feasley, N. Y. *n sa t*

LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *n t sa rn*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*

LANCE BAKING Co., Charlotte, N. C. (cheese crackers). Agency: Nachman-Rhodes Adv. Agency, Charlotte. *rn*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *sp t n*

LANGENDORF UNITED BAKERIES, San Francisco. Agency: Leon Livingston Adv. Agency, San Francisco. *rn sp*

LANGLEY HARRIS & Co., Toronto (salts). Agency: Norris-Patterson, Toronto. *t*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc..) Agency: Warwick & Legler, N. Y. *sa sp*

LAURA LEE CANDY Co., Alexandria, Va. Agency: Vincent Tutching & Assoc., Washintgon. *sp*

LAURA SECORD CANDY SHOPS, Toronto (chain). Agency: Cockfield, Brown & Co., Toronto. *sp*

LAVOLINE CO., Toronto (cleanser). Agency: F. H. Hayhurst Co., Toronto. *sa*

LAWDRON CHEMICAL Co., Los Angeles (waxes). Agency: Allied Adv. Agencies, Los Angeles. *sp*

S. F. LAWRASON & Co., London, Ont. (cleaning products). Agency: Norris- Patterson Ltd., Toronto. *sp*

LEA & PERRINS, New York (Worcestershire sauce). Agencies: Schwimmer & Scott, Chicago; George Bijur Inc., N. Y. *sa*

LEADED-LIGHT WINDOW CRAFT Co., Toronto. Agency: Commercial Broadcasting Services, Toronto. *sa*

REV. AUBRY LEE, Los Angeles (religious). Agency: Lisle Sheldon Adv., Los Angeles. *rn*

W. W. LEE CO., Troy, N. Y. (Save-the-Baby). Agency: Leighton & Nelson, Schenectady. *sp.*

THOMAS LEEMING & CO., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *sa*

C. LEGARE Co., Montreal (department store). Agency: Veaudry & Harwood, Montreal. *rn*

LEHIGH COAL & NAVIGATION Co., Pocono Mts., Pa. (resort). Agency: McLain Adv., Philadelphia. *sp*

LEHN & FINK PRODUCTS Co., New York. Agency: Wm. Esty & Co., N. Y. *n sa ta sp*

LESTER PIANO MFG. Co., Philadelphia. Agency: J. Falkner Arndt & Co., Philadelphia. *sp*

LEVER BROS. Co., Cambridge, Mass. Agencies: Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap) BBDO, N. Y.; (Lifebuoy) Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Lipton tea, Swan soap). *n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y. *n sa*

LEWIS CLOTHES, New York. Agency: Sawdon Agency, N. Y. *sa*

LEWIS HOWE Co., St. Louis (Tums Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago; J. Walter Thompson Co., Chicago. *n*

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LIBBY-OWENS-FORD GLASS Co., Chicago. Agency: Fuller, Smith & Ross, Cleveland. *n*

LIBERTY MUTUAL INSURANCE Co., Boston. Agency: BBDO, N. Y. *ta*

LIFE SAVERS Inc., Port Chester, N. Y. (candy). Agency: Young & Rubicam, N. Y. *ta*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t*

LIME COLA Co., Montgomery, Ala. (beverages). Agency: Davis, Harrison & Simmonds, Hollywood. *rn*

LIME COLA CO. OF CALIFORNIA, Vernon, Cal. (beverages). Agency: Cesana & Associates, Los Angeles. *rn*

LINCOLN AIRPLANE & FLYING SCHOOL, Lincoln, Neb. Agency: Buchanan-Thomas, Omaha. *sa*

LINDSAY RIPE OLIVE Co., Lindsay, Cal. Agency: Lord & Thomas, Los Angeles. *sp*

THOMAS J. LIPTON, Hoboken, N. J. (tea). Agency: Young & Rubicam, N. Y. *rn sa n*

THOMAS J. LIPTON Ltd., Toronto (tea). Agency; Vickers & Benson, Montreal. *sa ta rn n*

LISTENWALTER & GOUGH, Los Angeles (Philco products). Agency: Hutchins Adv. Co., Rochester, N. Y. *sp*

LIT BROTHERS, Philadelphia (department store). *sp*

R. L. LITTLE Inc., Detroit (drugs). Agency: Lee Anderson Adv. Co., Detroit. *ta*

LITTLE CROW MILLING Co., Warsaw, Ind. (flour). Agency: Rogers & Smith, Chicago. *sp*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t*

LOEW'S THEATRES, New York (*I Wanted Wings*). Agency: Donahue & Co., N. Y. *sa*

LOG CABIN BREAD Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *ta*

LOMA LINDA FOOD Co., Arlington, Cal. (cereal). Agency: Lisle Sheldon Adv., Los Angeles; Gerth-Knollin Adv., Los Angeles. *rn sa*

LONDON HOUSE PRODUCTS, Montreal. Agency: Canadian Adv. Agency, Montreal. *sp.*

LONGINES-WITTNAUER Co., New York (clocks, watches). Agency: Arthur Rosenberg Co., N. Y. *sa ta t*

LOOK, Inc., Des Moines (magazine). Agency: Raymond Spector Co., N. Y. *sa sp*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell Emmett Co., N. Y. *sp n rn*

P. LORILLARD Co., New York (Old Gold, Beechnut cigarettes, etc.). Agencies: Lennen & Mitchell, N. Y.. J. Walter Thompson Co., N. Y. (Old Gold). *n t rn sp sa.*

LORR LABS, Paterson, N. J. (Dura Gloss nail polish). Agency: Kiesewetter Adv. Agency, N. Y., *sa sp*

LOS ANGELES BREWING Co., Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sa sp*

LOS ANGELES SOAP CO., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *sa sp rn ta*

LOS ANGELES TIMES, Los Angeles. (newspaper). *sp*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y., *sp sa*

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago. *ta*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *nt*

LUTHER FORD & Co., Minneapolis (Mrs. Stewart's Bluing). Agency: Campbell-Mithun, Minneapolis. *ta*

LUXOR Ltd., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. *t*

LYNDON COSMETICS, Norwalk, Conn. (Lady Lyndon cosmetics). Agency: Albert Frank-Guenther Law, New York. *sa*

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, Hollywood. *rn sp t sa*

M

M & M CANDY Co., Newark. Agency: Lord & Thomas, N. Y. *ta sa*

MacDONALD TOBACCO Ltd., Montreal (British Consol cigarettes). Agency: Richardson-Macdonald Adv. Service, Toronto. *t*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sa sp rn*

MacMILLAN PETROLEUM Corp., Los Angeles (Ring-Free Motor oil). Agency: Roy S. Durstine Inc., N. Y. *sa*

MAC'S SUPER GLOSS Co. (auto polish), Los Angeles. Agency: Elwood J. Robinson Adv. Agency. *ta*

MADISON PERSONAL LOAN Co., New York. *sp sa*

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor). Agency: J. M. Mathes Inc., N. Y. *n sp*

L. MAGNIN & Co., San Francisco (women's wear). Agency: Erwin, Wasey & Co., San Francisco. *sa*

MAGNOLIA OIL Co., Dallas. *sp*

MAHDEEN Co., Nacogdoches, Tex. (shampoo). Agency: Grant Adv. Agency, Dallas. *rn sp*

MAIL POUCH TOBACCO Co., Wheeling (chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp*

MALCO REFINERS Inc., Artesia, N. M. (Malco Supreme Gas). *sp*

MALTEX Co., Burlington, Vt. (Maltex cereal). Agency: Samuel C. Croot Co., N. Y. *n sp sa*

MANHATTAN BREWING Co., Chicago. Agency: Advance Adv., Chicago. *sa*

MANHATTAN INSTITUTE OF ACCOUNTANCY, New York (home study course). *sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *n rn ta sp*

B. MANISCHEWITZ Co., Jersey City (matzohs). Agency: A. B. Landau Inc., N. Y. *sa*

MANTHO-KREOAMO Co., Clinton, Ill. (M-K for Colds). Agency: Albert Kircher Co., Chicago. *ta*

MANTLE LAMP Co. of AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp*

MANUFACTURERS TRUST Co., New York. Agency: McCann-Erickson, N. Y. *sp*

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield, Brown & Co., Toronto. *sp t*

MARLIN FIREARMS Co., New Haven (razor blades). Agency: Cravens & Hedrick, N. Y. *ta sa*

MARNEY FOOD Co., Huntington Park, Cal. Marco pet food). Agency: Ivar F. Wallin Jr. & Staff, Los Angeles. *fm sp*

MARROW'S Inc., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta sw*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp n*

MARTA CIGAR Co., New York. Agency: Lynn Baker Co., N. Y. *sp*

MARTIN AUTO PARTS Co., Chicago. Agency: Byrne Adv. Agency, Chicago. *sp*

JOSEPH MARTINSON, New York (coffee). Agency: Al Paul Lefton Co., N. Y. *sp*

MARVELOUS MARIN Inc., San Rafael, Cal. (county Chamber of Commerce). Agency: Theodore H. Segall Adv. Agency, San Francisco. *ta*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASON, AU MAGENHEIMER CONFECTIONERY MFG. Co., Brooklyn (candy). Agency: Applied Merchandising, N. Y. *sa*

MATCH KING Inc., Chicago (Match King lighters). Agency: Henry J. Handelsman Jr. Inc., Chicago. *sp sa*

MATSON NAVIGATION Co., San Francisco (transportation). Agency: Bowman-Deste-Cummings, San Francisco. *sa*

DR. JOHN MATTHEWS, Los Angeles (religious). Agency: Tom Westwood Adv., Los Angeles. *rn*

McCADE GRAIN Co., Winnipeg. Agency: A. McKim Ltd., Winnipeg. *sp*

McCALL Corp., New York. Agency: Joseph Katz Co., N. Y. *sa*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agencies: McCord Co., Minneapolis; Cramer-Krasselt Co., Milwaukee. *sp*

McFADDEN PUBLICATIONS, New York (*Liberty* Magazine). Agency: Erwin, Wasey & Co., N. Y. *sa*

McGOWEN-EDUCATOR FOOD Co., Lowell, Mass. (Crax). Agency: John W. Queen, Boston. *sa*

McILHENNY Co., Avery Island, La (sauce). Agency: Aubrey, Moore & Wallace, Chicago. *ta*

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agency: Sherman K. Ellis & Co., N. Y.; J. D. Tarcher & Co., N. Y. *sa sp rn ta*

W. F. McLAUGHLIN & Co., Chicago (coffee). Agency: Sherman K. Ellis & Co., Chicago. *sp*

McMAHAN FURNITURE STORES, Santa Monica, Cal. Agency: Ad Carpenter Adv. Agency, Santa Monica, Cal. *sp sa*

MEGOWEN EDUCATOR FOOD Co., Lowell, Mass. (crackers). Agency: John W. Queen, Boston. *sp rn*

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agency: Neff-Rogow, N. Y. *sa sp*

MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. *n*

MENTHO-MULSION Co., Atlanta. Agency: Charles A. Rawson & Assoc., Atlanta. *sa*

MERCK & Co., Rahway, N. J. (Bichloride). Agency: Chas. W. Hoyt, N. Y. *sa*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Coe, N. Y. *n ta sw*

MEYER BROS. DRUG Co., St. Louis (Sherton tonic). Agency: Jimm Daugherty Inc., St. Louis. *t*

MIAMI BUTTERINE Co., Cincinnati Agency: Ralph H. Jones Co., Cincinnati. *sa*

MICHAEL-LEONARD SEED Co., Chicago. Agency: Allen & Reynolds, Omaha. *sa*

MICHIGAN FRUIT SPONSORS, Detroit. Agency: Chapman Adv. Agency, Detroit. *sa*

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts & Co., Kansas City. *sp*

MIDLAND RADIO & TELEVISION SCHOOLS, Kansas City. *ta*

CITY OF MIDLAND, ONT. Agency: Tandy Adv. Agency, Toronto. *sa*

MIDWEST AND MASTER MOTOR Co., Chicago (used cars). *sp*

S. E. MIGHTON Co., Bedford, O. (dog food). *sp*

MILES LABS., Elkhart, Ind. (Alka-Seltzer). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *n sp t sw*

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer). Agency: Associated Adv. Agency, Los Angeles. *sa sp*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

MILLER BREWING Co., Milwaukee. Agency: Rickerd, H. C. Mullberger, Inc., Milwaukee. *sp sa*

MILLER CEREAL MILLS, Omaha. Agency: Allen & Reynolds, Omaha. *sp sa*

MINWAX Co., New York (wax). Agency: R. T. O'Connell Co., N. Y. *sa*

MISSION DRY Corp. Los Angeles (Orangeade). Agencies: McCarty Co., Los Angeles; Maxon Inc., N. Y. *ta sp*

MISSION PACKING Co., Los Angeles (fruit). Agency: Dana Jones Co., Los Angeles. *ta sa*

MITSUBISHI SHOJI KAISHA, New York (Three Diamond Canned Crab Meat). Agency: Irwin Vladmir & Co., N. Y. *sa*

MJB Co., San Francisco (coffee and tea). Agency: BBDO, San Francisco. *sp*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia *n*

MODERN INDUSTRIAL BANK, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MOEWS-LOWE SEED Co., Granville, Ill. Agency: Triangle Adv. Agency, Chicago. *sa*

MOHAWK BEDDING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *t*

MONARCH BREWING Co., Los Angeles. Agency: McElroy Adv. Agency, Los Angeles. *sp*

MONARCH MFG. Co., Chicago (Packard cameras). Agency: Henry J. Handelsman Jr., Chicago. *sa sp*

MONARCH WINE Co., Brooklyn. Agency: Arthur Rosenberg Co., N. Y. *sp*

BENJAMIN MOORE & Co., New York (paint). *n sp*

BENJAMIN MOORE & Co., Toronto (paint). Agency: E. W. Reynolds & Co., Toronto. *t*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri Hurst & McDonald, Chicago. *n rn sp sa*

PHILIP MORRIS & CO., New York (Philip Morris cigarettes, Dunhill Major cigarettes, Revelation tobacco). Agency: Biow Co., N. Y. *n rn sp*

MORRISON Co., Philadelphia (desserts). Agency: Arthur R. Sternau, Philadelphia. *t*

MORTON SALT Co., Chicago. Agency: Blackett-Sample-Hummert, Chicago. *sp t sa*

MOUNTAIN STATES TELEPHONE & TELEGRAPH Co., Denver, direct. *sa*

MOXIE Co., Boston (soft drink). Agency: Alley & Richards Co., Boston. *sa*

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agency: Kenyon & Eckhardt, N. Y. *n sp sa*

MURINE Co., Chicago (eye drops). Agency: BBDO, Chicago. *sa*

MURPHY PAINT Co., Montreal. Agency: Cockfield Brown & Co., Toronto. *n sp*

MURPHY SEED PRODUCTS Co., Burlington, Wis. (fodder). Agencies: Wade Adv. Agency, Chicago; Critchfield & Co., Chicago. *n sp sa*

EDGAR A. MURRAY Co., Detroit (insecticides). Agency: L. J. DuManaut Adv., Detroit. *sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa n t*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta*

MUTUAL LIFE INSURANCE Co., Los Angeles (investments). Agency: W. B. Ross & Assoc., Los Angeles. *sp*

MYSTIC LABS., Jersey City (cosmetics). Agency: Lawrence C. Gumbinner Adv. Agency, New York. *n*

N

NALLEY'S Inc., Tacoma (food products). Agency: Milne & Co., Seattle. *ta*

NARRAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch & Associates, Providence. *rn*

NARRAGANSETT RACING ASSN., Pawtucket. Agency: Chambers & Wiswell, Boston. *sa*

NASH COFFEE Co., Minneapolis. Agency: Erwin Wasey & Co., Minneapolis. *t sa*

NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geyer, Cornell & Newell, N. Y. *sp n sa t ta*

NASSOUR BROS., Los Angeles (42 oil shampoo). Agency: Milton Weinberg Adv. Co. *sp*

NA-STIM LABS., Modesto, Cal. (hay fever remedy). Agency: Brisacher, Davis & Staff, San Francisco. *sa*

NATIONAL BAKING SERVICES, Chicago (Hollywood bread). Agency: Richard A. Foley, Philadelphia. *sa*

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat, Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency (Cubs, NBC bread). *n sp t*

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cubs). Agency: Cockfield Brown & Co., Toronto. *t*

NATIONAL CARBON Co., New York (Eveready Prestone). Agency: J. M. Mathes Inc., N. Y. *sp sa*

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n t*

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1942
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WSOC
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MEANS OF REACHING
CHARLOTTE, N. C.
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Bertha Bannan: New England
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1941 NATIONAL - REGIONAL RADIO ADVERTISERS

NATIONAL DRUG & CHEMICAL Co. of **CANADA**, Montreal. Agency: A. McKim Ltd., Montreal. *sa ta*

NATIONAL FEEDS & FERTILIZERS, Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. *t*

NATIONAL FUNDING Corp., Los Angeles (finance). Agency: Smith & Bull, Los Angeles. *sa sp*

NATIONAL LEAD Co., San Francisco (Dutch Boy paint). Agency: Erwin Wasey & Co., San Francisco. *sp rn t*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracion shampoo). Agency: Chas. Dallas Reach Co., Newark. *ta*

NATIONAL REFINING Co., Cleveland (White Rose gas). Agency: Sherman K. Ellis & Co., N. Y. *sp rn ta*

NATIONAL REFUND Co., Chicago (insurance advisors). Agency: First United Broadcasters, Chicago. *sp sa*

NATIONAL SCHOOLS, Los Angeles. Agency: Huber Hoge & Sons., N. Y. *sp t sp*

NATIONAL SHOE STORES, New York. Agency: Emil Mogul, N. Y. *sa*

NATIONAL TOILET Co., Paris, Tenn. (cosmetics). Agency: Roche, Williams & Cunnyngham, Chicago. *ta sa*

NATURAL CASING INSTITUTE, Chicago (sausage). Agency: Charles Silver & Co., Chicago. *sa*

NAUGHTON FARMS, Waxahachie, Tex. (roses). Agency: Rogers & Smith, Dallas. *sp ta*

NEDICK'S STORES, New York (refreshment stands). Agency: Weiss & Geller, N. Y. *sp*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *nt*

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance). Agency: Mac Wilkins & Cole, Portland. *rn n*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. *sp sa*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agency: Walter K. Neill Inc., Los Angeles. *t*

CHARLES G. NESSLER Co., New York (Firefly Bubbling Hair Rinse). Agency: Kleppner Inc., N. Y.

NESTLE'S MILK PRODUCTS, New York. Agency: Leon Livingston Adv. Agency, San Francisco. *sp rn*

NEVERUB FURNITURE POLISH. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

NEW CENTURY BEVERAGE Co., San Francisco (sparkling water). Agency: M. E. Harlan Adv. Agency, San Francisco. *sa*

NEW ERA MILLING Co., Arkansas City, Kan. Agency: Ferry-Hanly Co., Kansas City. *sa*

NEW YORK HARDWARE TRADING Co., Los Angeles (fishing equipment). Agency: Schuyler Adv. Syndicate. *sp*

NEW YORK, NEW HAVEN & HARTFORD RAILROAD, Boston. Agency: John C. Dowd, Boston. *sp*

NEW YORK, ONTARIO & WESTERN RAILROAD, New York. Agency: Caples Co., N. Y. *sa*

NEW YORK STATE MILK PUBLICITY BUREAU, Albany. Agency: J. M. Mathes, N. Y. *rn t sa*

NITRAGIN Co., Milwaukee (inoculate). Agency: Western Adv. Agency, Racine, Wis. *t sa*

NO-DOZ AWAKENERS Inc., Oakland, Cal. (stimulant). Agency: Sidney Garfinkel Adv., San Francisco. *sa*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

NORTH AMERICA WINE Corp., Long Island City (San Martin wines). Agency: Nascon & Bourne, N. Y. *sp*

NORTH EASTERN RADIO Co., N. Y. Agency: Halpern Adv. Agency, N. Y. *sa*

NORTHERN FRUIT JOBBERS ASSN., Duluth-Superior. *sp*

NORTHERN PACIFIC RR, Seattle. Agency: Strang & Proser Adv. Agency, Seattle. *sa*

NORTHERN TRUST CO., Chicago (banking facilities). Agency: J. Walter Thompson Co., Chicago. *sp*

NORTHRUP, KING & Co., Minneapolis (seed, feed). Agency: Olmsted-Hewitt, Minneapolis. *sp*

NORTHWESTERN YEAST Co., Chicago (Yeastform). Agencies: Benson & Dall, Chicago; Hays MacFarland & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *sa sp*

NORWICH PHARMACAL Co., Norwich, N. Y. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sp*

NOVA-KELP Ltd., Toronto (health food). Agency: Stanfield & Blaiklie, Toronto. *sa*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp rn*

NU-ENAMEL Corp., Cleveland (paint). Agency: Campbell-Sanford Adv. Co., Cleveland. *sa sp*

NU-ENAMEL Corp., Chicago (paint). Agency: William Blair Baggaley Inc., Chicago. *sa*

NUFIT LABS., Los Angeles (dental plate reline). Agency: Stodel Adv. Co., Los Angeles. *sa*

O

OAKITE PRODUCTS, New York (Oakite cleanser). Agencies: Calkins & Holden, N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen). Agency: Kleppner Co., N. Y. *ta*

OCCIDENTAL LIFE INSURANCE Co., Los Angeles. Agency: Heintz, Pickering & Co., Los Angeles. *sp*

OCCIDENTAL STOVE Co., Los Angeles (gas ranges). *sa*

O'CEDAR Corp., Chicago (polish). Agency: H. W. Kastor & Sons, Chicago. *ta sa*

ODORA Co., New York (moth preventative). Agency: H. A. Salzman Adv., N. Y. *sp*

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo). Agency: Carey-Ainsworth, Des Moines. *sp sa*

OGILVIE FLOUR MILLS Co., Montreal. Agency: J. J. Gibbons Ltd., Toronto. *sa*

OHIO OIL Co., Columbus. Agency: Stockton, West & Burkhart, Cincinnati. *rn n*

O'KEEFE'S BEVERAGES, Toronto (soft drinks). Agency: A. McKim Ltd., Toronto. *sa*

OLD BEN COAL Corp. (Green Marked Stoker Coal). Chicago. *ta sp*

OLD DUTCH MILLS Inc., New York (Old Dutch Coffee). Agency: Peck Adv. Agency, N. Y. *sa sp*

OLD HOMESTEAD BAKING Co., Denver. Agency: W. E. Long Co., Chicago. *ta*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Co., Detroit. *sa rn*

OLSON BAKER Co., Los Angeles (Mayflower doughnuts). Agency: Smith & Bull Adv., Los Angeles. *ta*

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sa t sp*

OLYMPIC BREWING Co., Olympia, Wash. Agency: Botsford, Constantine & Gardner, Seattle. *ta sa*

OMAHA LIVESTOCK EXCHANGE, Omaha (stockyards). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

OMAR BAKERIES and **OMAR MILLS**, Omaha. Agency: Hays MacFarland & Co., Chicago. *t sa sp*

OMEGA CHEMICAL Co., Jersey City (Omega Oil). Agency: Brown & Thomas, N. Y. *sa*

OMEGA SHOE POLISH Co., Los Angeles (shoe polish). Agency: John H. Riordan Co., Los Angeles. *sp*

ONTARIO TRAVEL BUREAU, Toronto. Agency: Walsh Adv. Co., Toronto. *n*

O. P. O. CLOTHING Co., New York (chain). Agency: Allied Adv. Agencies, San Francisco. *sa ta*

ORANGE CRUSH Ltd., Toronto (soft drink). Agency: J. Walter Thompson Co., Toronto. *sa*

OROWHEAT BAKING Co., San Francisco. Agency: Brisacher, Davis & Staff, San Francisco. *sp*

ORTHOLINE LABS., Cleveland (proprietary). *sa*

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels). Agency: Bermingham, Castleman & Pierce, N. Y. *ta sa sp*

OWENS-ILLINOIS GLASS Co., Toledo. Agency: D'Arcy Adv. Co., St. Louis. *ta*

OWL DRUG Co., San Francisco (chain). Agency: Raymond R. Morgan Co., Hollywood. *sp*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Cecil & Presbrey, N. Y. C. *sa*

P

PABST BREWING Co., Chicago. Agency: Lord & Thomas, Chicago. *sp n rn sa*

PACIFIC BREWING & MALTING Co., San Francisco. Agency: Brewer-Weeks Co., San Francisco. *ta sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n rn*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: Albert Frank-Guenther Law, San Francisco. *sp*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa rn*

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam, N. Y. *sa ta*

PACQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. *t*

PACQUIN'S HAND CREAM Co., Montreal. Agency: Ronalds Adv. Agency, Toronto. *t*

PAN AMERICAN COFFEE BUREAU, New York. Agency: Buchanan & Co., N. Y. *n*

PAN AMERICAN PETROLEUM Corp., New Orleans. Agency: Fitzgerald Adv. Agency, New Orleans. *ta*

PANAMA PACIFIC LINES, San Francisco (steamship line). Agency: J. Walter Thompson Co., San Francisco. *sa*

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1000 Watts—770 Kilocycles
THE LOWEST COST PER LISTENER IN ST. LOUIS
K-51-L Frequency Modulation ready early in 1942
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PANGBURN Co., Fort Worth (candy). Agency: Kane Adv. Agency, Fort Worth. *sp*

PAR BEVERAGE Corp., New York melon drink). Agency: Erwin, Wasey & Co., N. Y. *sa sp*

PAR SOAP Co., Oakland, Cal. Agency: Tomaschke-Elliott, San Francisco. *rn t*

PARADE MAGAZINE, New York. Agency: Erwin, Wasey & Co., N. Y. *sa*

PARAFFINE COMPANIES, San Francisco (Pabco paint). Agency: Brisacher-Davis & Staff, San Francisco. *t*

PARAGON HAT Co., Chicago. Agency: Martin A. Pokrass Adv., Chicago. *sp*

PARAMOUNT PICTURES, New York. Agency: Buchanan & Co., N. Y. *n sa sw*

PARFUM L'ORLE Co., New York (perfumes). Agency: Jasper, Lynch & Fishel, N. Y. *sp*

PARISIENNE Inc., San Antonio (perfume). Agency: Northwset Radio Adv. Co., Seattle. *sp*

PARKER Bros., Salem, Mass. (games). Agency: Schwimmer & Scott, Chicago. *sa*

THE PARKER HOUSE, Boston. Agency: Albert Frank-Guenther Law, Boston. *sa*

PARKER PEN Co., Janesville, Wis. Agency: Blackett - Sample - Hummert, Chicago. *sw*

PARR VITAMIN Co., Chicago. Agency: United Adv. Co., Chicago. *sp*

E. R. PARTRIDGE Inc., Atlanta (Carhartt overalls). Agency: Harvey-Massengale Co., Atlanta. *ta*

PATHFINDER PETROLEUM Corp., Los Angeles. Agency: Theo: B. Creamer Adv., Los Angeles. *sp*

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Emil Brisacher & Staff, Los Angeles. *sp*

PAUSON & Co., San Francisco (men's clothing). Agency: Allied Adv. Agencies, San Francisco. *sp*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp rn*

PENFOLD GOLF BALLS Inc., New York. Agency: Blaker Adv. Agency, N. Y. *sp*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *ta rn t ta*

PEN-JEL Corp., Kansas City (pectin). Agency: David Mendlin Adv., Kansas City. *sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y.; H. M. Kiesewetter Adv. Agency, N. Y. *sp n*

PENNANT OIL & GREASE Co., Los Angeles. Agency: Brisacher, Davis & Staff, Los Angeles. *t*

PENNSYLVANIA, COMMONWEALTH OF, HARRISBURG (highway safety campaign). Agency: Benhamin Eshelman Co., Philadelphia. *sa*

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. *sa rn ta*

PEOPLE'S CREDIT JEWELERS, Toronto (chain store). Agency: MacLaren Adv. Co., Toronto. *sp n*

PEOPLES DRUG STORES, Washington. *sp*

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. *ta*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t sa*

PEPSODENT CO. OF CANADA, Toronto. Agency: Lord & Thomas of Canada, Toronto. *sp*

PEQUOT MILLS, Salem, Mass. (sheets). Agency: J. D. Tarcher & Co., N. Y. *sa*

PERFECT CIRCLE Co., Toronto (piston rings). Agency: McConnell, Eastman & Co., Toronto. *ta*

PERFECTION STOVE Co., Cleveland. Agency: McCann-Erickson, Cleveland. *sa t ta*

PERMCO PRODUCTS Corp., Chicago. Agency: Burton, Browne, N. Y. *sa*

PERSONAL FINANCE Co., Los Angeles. Agency: Anderson, Davis & Platte, Los Angeles. *sp*

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors), direct. *sp*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *t sa*

PETRI WINE Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *sa sp*

PFEIFFER BREWING Co., Detroit. Agency: Maxon Inc., Detroit. *sp t*

PHILADELPHIA Co., Pittsburgh (utility). *sa sp*

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia. Agency: Scheck Adv. Agency, Newark. *sp*

PHILADELPHIA EVENING BULLETIN, Philadelphia. Agency: Donovan-Armstrong, Philadelphia. *ta*

PHILADELPHIA & READING COAL & IRON Co., Phila. (coal). Agency: McKee & Albright, Phila. *sa*

PHILADELPHIA VON Co., Philadelphia (tablets). Agency: Harry P. Bridge Co., Philadelphia. *sa*

PHILCO Corp., Philadelphia. Agency: McKee & Albright, Philadelphia. *n t*

PHILCO DISTRIBUTORS, Inc., of Pennsylvania, Philadelphia (radios). Agency: Julian G. Pollock, Phila. *sa ta*

PHILLIPS & BENJAMIN Co., Waterbury (Snomist). Agency: Chas. W. Hoyt Co., N. Y. *sp*

DR. P. PHILLIPS CANNING Co., Orlando (fruit juice). Agency: C. L. Miller Co., N. Y. *sp*

PHILLIPS-LESTER MFG. Co., Birmingham (overalls). *sp*

PHILLIPS PACKING Co., Cambridge, Md. (food). Agency: Aitkin-Kynett Co., Philadelphia. *sa sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Blackett-Sample-Hummert, N. Y. *n t*

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n sp sa*

PHOTO JIGS, Chicago (jig-saw puzzles). Agency: Henry J. Handelsman Jr. Inc., Chicago. *sa*

PHOTO MASTER Co., Des Plaines, Ill. (Rolls Camera). Agency: First United Broadcasters, Chicago. *sa*

PIEL BROS., Brooklyn (beer). Agency: Sherman K. Ellis & Co., N. Y. *n*

PIERCE'S MEDICINE Inc., Buffalo (proprietary). Agency: H. W. Kastor & Sons, Chicago. *ta sa*

PIKLOOM Co., Seattle (knitting loom). Agency: Northwest Radio Adv., Seattle. *sa*

PILGRIM PRODUCTS Co., Chicago (refrigerator purifier). Agency: J. L. Stewart Inc., Chicago. *sp t*

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Minneapolis. *n sp sa*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. *t sa sp*

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *t sp n sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis. *sa*

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Hoffman & Smith, Pittsburgh. *sp*

PITTSBURGH INSTITUTE OF AERONAUTICS (school). *sa*

PITTSBURGH PLATE GLASS Co., Pittsburgh (mirrors). Agency: BBDO, N. Y. *ta*

PLANKINTON PACKING Co., Milwaukee. Agency: Cramer-Krasselt Co., Milwaukee. *sa*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agency: J. Walter Thompson Co., N. Y. *ta n*

PLANTERS NUT & &CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco. *sp sa rn*

PLOUGH Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Shurman, Memphis; J. J. Gibbons Inc., Toronto. *sp ta sa*

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell. *sa t n*

PLYMOUTH ROCK GELATINE Co., Boston (dessert). Agency: John W. Queen, Boston. *sp sa rn*

PM (newspaper), New York. Agency: Harry A. Berk, N. Y. *sp*

POLICY OWNERS ANALYSIS Co., Philadelphia (insurance). *sp*

PONTIAC MOTOR DIVISION, GENERAL MOTORS, Pontiac, Mich. (autos). Agency: MacManus, John & Adams, Detroit. *ta rn*

POPE LABS., New York (Joint Ease liniment). Agency: Street & Finney, N. Y. *ta*

POPULAR SCIENCE MONTHLY, New York (magazine). Agency: Joseph Katz Co., N. Y. *ta*

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Biow Co., N. Y. *sa*

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *ta sa*

PREMIER SHIRT & SPORTSWEAR, Toronto. Agency: Ellis Adv. Co., Toronto. *t*

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish). Agency: Chambers & Wiswell, Boston. *sa rn*

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: Frank R. Steel & Assoc., Chicago. *sp sa sw*

E. PRITCHARD Inc., Bridgeton, N. J. (Pride of the Farm Catsup). Agency: Wadsworth & Walker, N. Y. *sp*

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv., N. Y. (Ivory, Duz, Fluffo, P & G, Crisco); Blackett - Sample - Hummert, Chicago (Oxydol, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene, Teel, Kirks, American Family); Benton & Bowles, N. Y. (Ivory Snow); Biow Co., N. Y. (Lava). *n sp sa t ta*

PROCTER & GAMBLE CO. OF CANADA, Toronto. Agencies: Pedlar & Ryan, N. Y.; Blackett - Sample - Hummert, Chicago; Compton Adv., N. Y. *t n*

PROGRESS FEATHER Co., Chicago. Agency: Lieber Adv. Co., Chicago. *sa*

PROGRESSIVE MAGAZINE, Milwaukee. Agency: Advertisers' Sales Agency, Milwaukee. *sp*

PROGRESSIVE OPTICAL SYSTEM, Fresno (chain optical house). Agency: W. L. Gleeson, Riverside, Cal. *sa sp*

PROVINCE OF QUEBEC TOURIST BUREAU. *sa*

28.2% of Virginia's Radio Families

25.7% of Virginia's Retail Sales

26.8% of Virginia's Effective Buying Income

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FREE & PETERS, Inc.
Exclusive National Representatives

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DIRECTORY OF 1941 NATIONAL-REGIONAL RADIO ADVERTISERS

PRUDENTIAL INSURANCE CO. OF AMERICA, New York. Agency: Benton & Bowles, N. Y. *n sp*

PUBLIC FINANCE Corp., Winnipeg. *sa*

PURE FOOD Co., Marmaroneck, N. Y. (Herb-Ox bouillon). Agency: H. B. LeQuatte Inc., N. Y. *sp rn*

PURE GOLD MFG. Co., Toronto Blue Ribbon food). Agency: Cockfield, Browne & Co., Toronto. *sa*

PURE MILK Assn., Chicago. Agency: Howard Schendorf & Assoc., Chicago. *sa*

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *n sa*

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *sa rn*

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Campbell-Ewald of N. Y. *t*

Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (Quaker Oats, Mother's Oats, Little Kurnels); Sherman & Marquette, Chicago (Puffed Wheat & Rice, Aunt Jemima, Pettijohn's cereals, Farina, Full O'Pep); Mitchell-Faust Adv. Co., Chicago (macaroni, muffets); Campbell-Ewald Co., Chicago (concentrated soup); Benton & Bowles, Chicago (Farina). *n sp sa t*

QUAKER OATS Co., Peterboro, Ont. Full-O-Pep Feed). Agency: Lord & Thomas, Toronto. *t*

QUAKER STATE OIL REFINING Corp., Oil City, Pa. (motor oils). Agency: Kenyon & Eckhardt, N. Y. *ta t*

R

RADBILL OIL Co., Philadelphia. Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp*

RADIO CORP. OF AMERICA, Camden, N. J. (radio sets, tubes). *n sp sa t ta sw*

RAILWAY EXPRESS AGENCY, New York. Agency: Caples Co., N. Y. *sa ta*

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles. *sa*

RALADAM Co., Detroit (Marmola). Agency: Street & Finney, N. Y. *ta*

RALSTON PURINA Co., St. Louis (cereal & feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp ta*

RALSTON PURINA Co., Toronto (feed). Agency: James Fisher Co., Toronto. *t*

RAP-I-DOL DISTRIBUTING Corp., New York (lotion). Agency: Redfield-Johnstone, N. Y. *sp*

READ DRUG & CHEMICAL Co., Baltimore. *sa*

READER'S DIGEST Assn., Pleasantville, N. Y. (magazines). Agency: BBDO, N. Y. *sa t ta*

READY-TO-SERVE FOODS, New York. Agency: J. Walter Thompson Co., New York. *ta*

REAL CREAM Inc., Seattle (dairy products). Agency: Botsford, Constantine & Gardner, Seattle. *sa*

W. G. REARDON LABS., Port Chester, N. Y. (Mouse Seed). Agency: H. B. LeQuatte Inc., N. Y. *sa*

RE-COR CAMERA Corp., Chicago. Agency: Newby, Peron & Flintcraft, Chicago. *sp*

RED STAR YEAST & PRODUCTS Co., Milwaukee. Agency: N. W. Ayer & Son, Chicago. *sa*

RED TOP BREWING Co., Cincinnati. Agency: Joseph Adv. Agency, Cincinnati. *sa*

RED & WHITE STORES, Wilmington (chain grocery). Agency: Heintz Pickering & Co., Los Angeles. *sp*

DR. A. REED ARCH SHOE Co., Los Angeles. Agency: Charles Stahl Adv. Agency, Los Angeles. *sp*

REED & BARTON, Taunton, Mass. Agency: Badger & Browning, Boston. *ta*

REED TOBACCO Co., Richmond (Larus & Bros. Co. subsidiary, Chelsa cigarettes). Agency: Warwick & Legler, N. Y. *sa sp*

As welcome as a blond in a blackout —
SAN BERNARDINO
KFXM
CALIFORNIA
1240 KC.
JOHN BLAIR CO., National Representative

REGAL AMBER BREWING Co., San Francisco. Agency: M. E. Harlan Adv. Agency, San Francisco. *sa*

HARRY D. REID & Co., Toronto (Klass Tilly Haarlem Oil). Agency: Tandy Adv. Agency, Toronto. *sa*

REID, MURDOCH & Co., Chicago (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles. *fm sp sa*

L. N. RENAULT & SONS, Egg Harbor, N. J. (wines). Agency: Campbell-Lampee, N. Y. *sa sp*

REPUBLIC STEEL Corp., Cleveland (steel products). Agencies: Baker and Baker & Associates Inc., Cleveland; Meldrum & Fewsmith Inc., Cleveland. *sw*

RESTAURANTS DEL PASCO, Santa Barbara, Cal. (Seasonettes). *sa sp*

REVERIE Inc., New York (Reverie Lanolin lotion). Agency: Craven & Hedrick, N. Y. *sa*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel, Tops cigarettes). Agency: Wm. Esty & Co., N. Y. *n sa t sw*

RICE'S BAKERY, Baltimore. Agency: William A. Schautz Inc., N. Y. *ta*

RICH HEART CHICAGO Co., Chicago (flour). Agency: Lane, Benson & McClure, Chicago. *t*

RICHARDSON & ROBBINS, Dover, Del. (canned foods). Agency: Charles W. Hoyt Co., N. Y. *n rn*

RICHFIELD OIL CORP. OF N. Y. Agency: Sherman K. Ellis & Co., N. Y. *n t sp ta*

RICHFIELD OIL Co. of California, Los Angeles (Richfield gas). Agencies: Hixon-O'Donnell, Inc., Los Angeles. *n rn t ta sp*

RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp*

RICHTER'S FOOD PRODUCTS, Chicago. Agency: Lauesen & Salomon, Chicago. *t*

F. AD RICHTER & Co., Brooklyn (proprietary). Agency: H. W. Kastor & Sons, N. Y. *ta sp*

RIESER Co., New York (Venida). *sa*

RIGGIO TOBACCO Co., Brooklyn (Regent cigarettes). Agency: M. H. Hackett Inc., N. Y. *sa*

RIGO MFG. Co., Nashville (fly spray). Agency: Walker Casey Co., Nashville. *t*

RIO GRANDE OIL Co., Los Angeles. Agency: Hixon-O'Donnell, Los Angeles. *n rn t sp*

RIT PRODUCTS Corp., Chicago (dyes). Agency: Earl Ludgin Inc., Chicago. *ta*

RITTERS FURNITURE Co., Chicago. Agency: Henry Flarsheim & Staff, Chicago. *sp*

RIVAL PACKING Co., Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. *sp t sa*

RKO-RADIO PICTURES Corp., New York (movies). Agencies: Lord & Thomas, N. Y.; Donahue & Coe, N. Y. *sa sw sp*

ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp t sa sp*

ROLLS CAMERA Co., Chicago. Agency: First United Broadcasters, Chicago. *sa*

ROMA WINE Co., New York (Cellarete and La Boheme wines). Agencies: Bermingham, Castleman & Pierce, N. Y.; Robert Kahn & Assoc., Chicago; Cesana & Assoc., San Francisco. *sa sp rn t*

ROMAN CLEANSER Co., Detroit. Agency: Gleason Adv. Co., Detroit. *sa rn*

ROMANOFF CAVIAR Co., New York (soup). Agency: Piedmont Agency, N. Y. *sp sa*

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *t*

ROSSI & Co., San Francisco (market). Agency: John Hart Adv., San Francisco. *sa.*

ROXY CUSTOM CLOTHES Corp., New York Agency: Peck Adv., N. Y. *sa*

ROYAL CANADIAN TOBACCO Co., Toronto. Agency: Metropolitan Broadcasting Service, Toronto. *sp*

ROYAL MFG. Co., Duquesne. Pa. Agency: Hirshon-Garfield, N. Y. *sa*

ROYAL TAILORS, Chicago (men's clothing). Agency: Geo. H. Hartman Co., Chicago. *sp*

HELENA RUBENSTEIN Inc., New York (cosmetics). Agency: Wesley Associates, N. Y. *sp*

RUBSAM & HORRMAN BREWING Co., Staten Island, N. Y. (R & H beer). Agency: Samuel C. Croot Co., N. Y. *sp sa*

RUM & MAPLE TOBACCO Corp., New York. Agency: Raymond Spector Co., N. Y. *sp*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sp sa t*

JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t*

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour). Agency: N. W. Ayer & Son, Chicago. *sp t sa ta*

RUUD MFG. Co., Pittsburgh (hot water heaters). Agency: Marschalk & Pratt, N. Y. *sp ta*

S

MORRIS B. SACHS, Chicago (clothing stores). *sp*

SAFEWAY STORES, Oakland, Cal. (grocery chain). Agency: Lord & Thomas, Los Angeles (institutional); McCann-Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Lucerne milk). *rn sa sp*

SAHARA COAL Co., Chicago. Agency: Campbell & Reynolds, Chicago. *sa*

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive syrup). Agency: McConnell, Eastman & Co., Toronto. *n rn sp*

SALADA TEA Co., Boston. Agency: John C. Dowd Inc., Boston. *ta*

SALEM CHEMICAL & SUPPLY Co., Salem, Mass. (germicide). Agency: Blackett-Sample-Hummert, N. Y. *sa*

DR. SALSBURY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines, *sa t*

SANTA FE TRANSPORTATION Co., Agency, Los Angeles (bus transportation). Agency: Ferry-Hanly Co., Los Angeles. *sp*

SARGENT & Co., Des Moines (feed). Agency: Fairall & Co., Des Moines. *sa sp t*

SAWYER BISCUIT Co., Chicago. Agency: George H. Hartman Co., Chicago. *sa*

T. M. SAYMAN PRODUCTS Co., St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *sp t t*

SCARFE & Co., Brantford, Ont. (paint). Agency: McConnell, Eastman & Co., Toronto. *t*

F. & M. SCHAEFER BREWING Co., Brooklyn. Agency: BBDO, N. Y. *sp*

SCHALK CHEMICAL Co., Los Angeles (Hydro Pura). Agency: Erwin, Wasey & Co., Los Angeles. *fm sa*

SCHLITZ BREWING Co., Milwaukee. Agency: McJunkin Adv. Co., Chicago. *sa*

SCHMITT BAKERY Co., Baltimore (Old Home bread). Agency: W. E. Long Co., Chicago. *ta*

SCHMIDT BREWING Co., Detroit. Agency: Simons-Michelson Co., Detroit. *t*

SCHOENHOFEN-EDELWEISS Co., Gary, Ind. (Green River soft drinks). Agency: Western Adv. Agency, Racine, Wis. *sp sa*

S. A. SCHONBRUNN & Co., N. Y. (Savarin coffee). Agency: M. H. Hackett Inc., N. Y. *sa*

A. SCHRETER & SONS Co., Baltimore (Smoothie neckties). Agency: Bermingham, Castleman & Pierce, N. Y. *sa*

SCHULZE & BERCH Co., Chicago. Agency: Reincke-Ellis-Younggreen & Finn, Chicago. *sa*

F. SCHUMACHER & Co., New York (prints). Agency: Anderson, Davis & Platte, N. Y. *sp sa*

O. M. SCOTT & SONS Co., Marysville, O. (Scott's seed & turf builder). Agency: Jay H. Maish Co., Marion, O. *sa*

SCOTT PAPER Co., Chester, Pa. Agency: J. Walter Thompson Co., N. Y. *sa sp*

SCRIPTURE STATIONERY Co., Chicago. Agency: First United Broadcasters, Chicago. *sa*

WILLIAM S. SCULL Co., Philadelphia (Boscul coffee). Agency: Compton Adv., N. Y. *sp*

SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp*

SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Buchanan & Co., Los Angeles. *sa*

SEALTEST Inc., Philadelphia (dairy products). Agency: McKee & Albright, Philadelphia. *t n*

SEALY MATTRESS Co., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp*

SEARS ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Cal.). *t rn sa*

SEASIDE OIL Co., Santa Barbara, Cal. Agency: McCarthy Co., Los Angeles. *rn*

SEATTLE BREWING Co., Seattle. Agency: Western Agency, Seattle. *sa*

SEVASTIANI WINERIES, New York. Agency: Carlo Vinti Adv., N. Y. *sp*

SECURITY FIRST NATIONAL BANK, Los Angeles (investments). Agency: Dana Jones Co., Los Angeles. *sa*

SEECK & KADE, New York (Pertussin). Agency: Erwin, Wasey & Co., N. Y. *sp*

SEEMAN BROS., New York (White Rose tea). Agency: J. D. Tarcher Co., N. Y. *sp*

SEIBERLING RUBBER Co., Akron (rubber heels). Agency: Meldrun & Fewsmith, Cleveland. *n sp rn*

SELECT THEATRES Corp., New York ("New Hellzapoppin'"). Agency: Blaine-Thompson Co., N. Y. *sp*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp*

SENTINEL INSURANCE Co., Des Moines. *sa*

OSCAR SERLIN, New York ("Life With Father" production). Agency: Stewart-Jordan, Philadelphia. *sp*

SERUTAN Co., Jersey City (proprietary). Agency: Raymond Spector Co., N. Y. *sp t n*

W. D. SETHNESS Co., Chicago (Twang root beer). Agency: Martin A. Pokrass Adv., Chicago. *sa*

SEVEN-UP BOTTLING Co., Los Angeles (beverage). Agency: Glasser Gailey & Co., Los Angeles. *fm sa*

SHALER Co., Waupun, Wis. (Rislone motor oil). Agency: Kirkgasser-Drew Adv. Agency, Chicago. *sa*

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russel M. Seeds Co., Chicago. *sp t sa*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHEFFORD CHEESE Co., Green Bay, Wis. Agency: Campbell-Mithun, Minneapolis. *rn ta*

SHELL OIL Co., New York. Agency: J. Walter Thompson Co., N. Y. *ta sa sp t rn*

S. A. SHERER, Los Angeles (loans). Agency: Smith & Bull, Los Angeles. *sa*

SHERWIN-WILLIAMS Co., Cleveland (paint). Agencies: Warwick & Legler, N. Y. *n*

SHERWOOD BROS., Baltimore (oil burners). Agency: VanSant, Dugdale & Co., Baltimore. *sa*

SHIRRIFF'S LTD., Toronto (marmalade). Agency: Cockfield, Brown & Co., Toronto. *sp rn*

THOMAS A. SHORT Co., San Francisco (diesel engines). *sa*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*

SHRIFF'S Ltd., Toronto (jam). Agency: Cockfield, Brown & Co., Toronto. *n*

A. L. SIEGEL Co., New York (Klear-Vu Pliofilm). Agency: S. R. Leon, N. Y. *sa*

SIERRA CANDY Co., San Francisco (packaged chocolates). Agency: Robt. Young Adv. Agency, San Francisco. *sa*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn*

SILVER SUDS Co., Philadelphia (Silver Bath polish), direct. *sa*

SIMON & SCHUSTER, New York (tax instruction book). Agency: Northwest Radio Adv. Co., Seattle. *t*

SIMONIZ Co., Chicago (auto polish). Agency: George H. Hartman Co., Chicago. *sp t*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Hixson-O'Donnell Adv., N. Y. *n sp*

SIOUX STEEL Co., Sioux Falls, S. D. (grain bins). Agency: Brewer-Weeks Co., San Francisco. *sp*

SKELLY OIL Co., Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *n*

SKINNER FURNITURE STORES (Southeastern chain). *sa*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Ferry-Hanly Co., Kansas City. *ta*

SKINNER & EDDY Corp., New York (Minute Man soap mixes). Agency: J. M. Mathes Inc., N. Y. *sp*

SKRUDLAND PHOTO SERVICE, Chicago. Agency: A. N. Baker Adv. Co., Chicago. *sp sa*

SLATER SHOE Co., Montreal. Agency: J. E. Huot, Montreal. *t*

SMART & FINAL Co., Wilmington, Cal. (food products). Agency: Heintz, Pickering & Co., Los Angeles. *sp*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *sa sp*

SMITH BROS. MFG. Co., Kansas City (Big Smith work clothes). Agency: R. J. Potts & Co., Kansas City. *sa*

ALEXANDER SMITH & SONS CARPET Co., Yonkers, N. Y. Agency: Anderson, Davis & Platte, N. Y. *rn ta sa*

SMITH MOTHER NATURE BROODER (poultry supplies). Agency: Shaffer Brennan Margulis Adv. Co., Nashville. *sp*

SOCIETY CLUB HATS, New York. Agency: Gussow, Kahn & Co., N. Y. *sa*

SOCIETY FOR SAVINGS, New York (banking service). Agency: Merrill Anderson, N. Y. *sa*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell, N. Y. *n rn sa t sp*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Hillman-Shane Adv., Los Angeles. *sa sp n*

SOUTHCOAST FISHERIES, Wilmington, Cal. (Top Form cat food). Agency: Barton A. Stebbins Adv., Los Angeles. *sa sp*

SOUTH TEXAS COTTON OIL Co., Houston (Crustene shortening). Agency: Tracy-Locke-Dawson, Dallas. *rn*

SOUTHERN CAL. GENERAL ELECTRIC DEALERS, Los Angeles (refrigerators). Agency: Dan B. Miner Co., Los Angeles. *rn*

SOUTHERN CALIFORNIA PONTIAC DEALERS, Los Angeles. Agency: MacManus, John & Adams, Detroit. *sp*

SOUTHERN COTTON OIL Co., New Orleans. Agency: Fitzgerald Adv. Agency, New Orleans. *sp*

SOUTHERN DAIRIES, Washington, D. C. (ice cream). Agency: McKee & Albright, Philadelphia. *sa sp*

SOUTHERN NEW ENGLAND TELEPHONE Co., New Haven, Conn. Agency: BBDO, N. Y. *sa*

SOUTHERN NEWSPAPER FEATURES, Dallas. Agency: Crook Adv. Agency, Dallas. *sp*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *ta sp sa*

SOUTHERN STATES FOODS, Dallas. Agency: Gandy Adv. Agency, Dallas. *sa*

A. G. SPALDING & BROS., New York (golf balls). Agency: Ferry-Hanly Co., N. Y. *sp*

SPARKLETT'S DRINKING WATER Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *sp*

SPAULDING BAKERIES, Binghamton, N. Y. *sp*

SPERRY CANDY Co., Milwaukee (Denver sandwich). Agencies: Cramer-Krasselt, Milwaukee; Arthur Meyerhoff & Co., Chicago. *sa*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

SPOHN MEDICAL Co., Goshen, Ind. (Udder-Aid). Agency: Critchfield & Co., Chicago. *sp*

SPRAGUE-WARNER Co., Chicago (Richelieu Food Products). Agency: Newby, Perron & Flitcraft, Chicago. *sa*

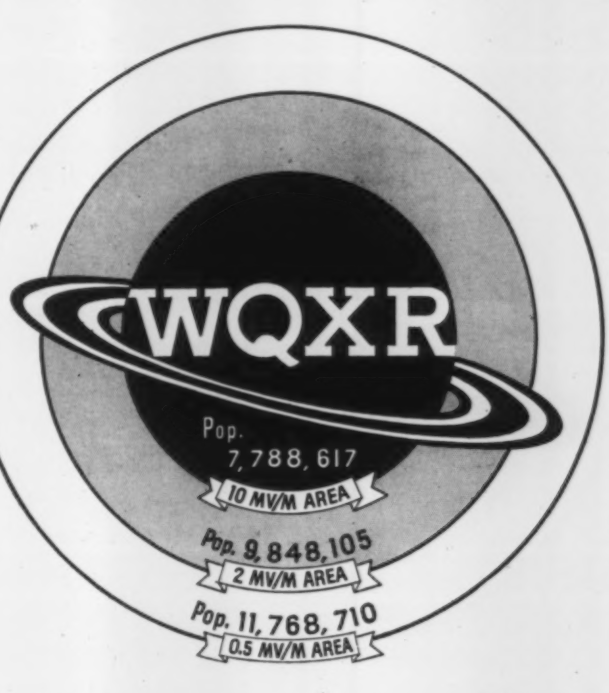
SPRECKLES SUGAR Co., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *sp*

SPRING AIR PRODUCTS Co., Holland, Mich. (mattresses). Agency: Wallace-Lindeman, Grand Rapids. *sa*

SPROUSE-REITZ Co., Oakland (chain stores). Agency: Western Radio Productions, Oakland. *sa*

E. R. SQUIBB & SONS, New York (dental cream). Agency: Geyer, Cornell & Newell, N. Y. *n*

From The Center of New York



10,000 WATTS

Night and Day

Some of the prominent advertisers who used our facilities during 1941 are listed below:

Adler Shoes for Men, Inc.
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General Foods Corporation
Great A. & P. Tea Company
Charles Gulden, Inc.
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Pepsi-Cola Company
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Stromberg - Carlson Telephone Manufacturing Co.
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730 Fifth Avenue, New York, N. Y.
Circle 5-5566

NAME IT AND WIN!

QUESTION:---

What radio station located in the "Heart" of Missouri is surrounded by educational institutions and prosperous farms and is known as the 'small' station doing a 'large' station job?

ANSWER:---

KFRU, located in Columbia Missouri, the home of the University of Missouri, Stephens College and Christian College. The station with a consistent record for showmanship, results for advertisers, and high program level.

KFRU

1400 kc. • 250 Watts

Blue Network

CENTER OF WEALTH AND POPULATION OF NORTH CAROLINA

REASONS for THIS "MUST" STATION

6 CITY COVERAGE
HIGH POINT ASHEBORO
WINSTON-SALEM LEXINGTON
THOMASVILLE
GREENSBORO

• THE "TRIANGLE MARKET" •

No. 1 The High Point-Winston-Salem-Greensboro triangle is the richest area in North Carolina—the center of the State's population—with highest income per capita.

• COVERAGE •

No. 2 WMFR completely blankets High Point—with a heavy listener audience in the trade area, "the triangle market."

• PROGRAMS •

No. 3 WMFR carries NBC Blue shows, supplemented by proven local entertainment from studios in High Point, Thomasville and Lexington.

• COST •

No. 4 One of the best buys on the dial . . . Costs low enough to be placed in the modest budget with results comparable to much greater expenditure.

BLUE NETWORK
250 Watts . . . . . 1230 K. C.

WMFR

High Point North Carolina

1941 NATIONAL - REGIONAL RADIO ADVERTISERS

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Blackett-Sample-Hummert, Chicago. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C.; Erwin Wasey & Co., N. Y. (N. Y. only). *sp sa t ta*

STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *t*

STANDARD BEVERAGES, Oakland (Par-T-Pak). Agency: Emil Reinhardt Adv., Oakland. *sa*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y.; (Royal baking powder) Sherman K. Ellis Co., N. Y.; (Royal desserts) Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y. (Fleischmanns, Chase & Sanborn coffee). *sa n sp t rn*

STANDARD BRANDS, Montreal (Fleischmann's food products). Agency: J. Walter Thompson Co., Montreal. *n sp sa*

STANDARD DISTRIBUTING Co., Chicago (cameras). Agency: Lane, Benson & McClure, Chicago. *sa*

STANDARD FEDERAL SAVINGS & LOAN Assn., Los Angeles. Agency: Darwin H. Clark, Los Angeles. *sa sp*

STANDARD OIL Co. of Cal., San Francisco. Agency: McCann-Erickson, San Francisco. *rn sp sa*

STANDARD OIL Co. of Indiana, Chicago. Agency: McCann-Erickson, Chicago. *ta rn sp n*

STANDARD OIL Co. of Kentucky, Louisville (Crown gasoline). Agency: Burton E. Wyatt & Co., Atlanta, Ga. *sa*

STANDARD OIL Co. of Nebraska. Agency: McCann-Erickson, Chicago. *ta t*

STANDARD OIL Co. of New York. Agency: Marschalk & Pratt, N. Y. *sp sw*

STANDARD OIL Co. of Ohio, Cleveland. Agency: McCann-Erickson, Cleveland. *sp sa t*

STANDARD VITAMIN Corp., New York (Candicod). Agency: Al Paul Lefton & Co., Philadelphia. *sp sa*

STARCK PIANO Co., Chicago. Agency: George H. Hartman Co., Chicago. *sp*

STARKIST Co., San Antonio (toothpaste). *sa sp*

STARR PEN Co., Chicago (Waltham fountain pens). Agency: United Adv. Cos., Chicago. *t sp*

GLEN C. STATER Co., San Francisco (Hudson distributor). Agency: Ad Service Co., San Francisco. *ta*

STEELE-WEDELES Co., Chicago (Savoy coffee). Agency: Erwin, Wasey & Co., Chicago. *sp*

STEEL PIER Corp., Atlantic City. *sa*

STEIN BROS., New York (clothing chain store). Agency: Allied Adv. Agencies, Los Angeles. *sa*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp sa*

G. F. STEPHENS & Co., Winnipeg (paint). Agency: Norris-Patterson, Winnipeg. *rn sp*

STERA-KLEEN Inc., Jersey City. Agency: Redfield-Johnstone, N. Y.

W. K. STERLINE Co., Sidney, O. (hay fever compound). Agency: Mumm-Homer-Robbins & Pearson, Columbus. *sa*

STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin, etc.). Agencies: Blackett - Sample - Hummert, Chicago; Ruthrauff & Ryan, N. Y. *n*

STERLING INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Neal Adv. Agency, Chicago. *sp*

STERLING PRODUCTS, New York (Bayer aspirin, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago; Ruthrauff & Ryan, N. Y. (Consumer products). *n t sp*

L. & H. STERN Inc., New York (Zeus cigarette holders). Agency: Al Paul Lefton Co., N. Y. *sp*

STEWART & ASHBY COFFEE Co., Chicago. Agency: Roche, Williams & Cunnyngham, Chicago. *sp*

STOKELY BROS. & Co., Indianapolis (Van Camp's beans). Agency: Calkins & Holden, N. Y. *sa*

STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STRAUSS STORES Corp., Maspeth, L. I. (auto accessories). Agency: Thos. F. Harkins & Co., Philadelphia. *sa*

STREET & SMITH PUBLICATIONS, New York (magazines). Agency: Victor Van der Linde Adv. Agency, N. Y. *sa*

DR. SWEETS ROOTBEER Co., New York. Agency: C. L. Miller Co., N. Y. *ta*

STRICKLERS Inc., N. Y. (men's clothes). *sp*

STRIETMANN BISCUIT Co., Cincinnati (Dixie Vanilla Wafers). Agency: Stockton-West-Burkhart, Cincinnati. *sp*

F. A. STUART Co., Marshall, Mich. (proprietary). Agency: Benson & Dall, Chicago. *sa*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunnyngham, Chicago. *sa t sp*

SUDBURY LABS., S. Sudbury, Mass. (Chaperone). Agency: Mason L. Ham Adv., Boston. *sa*

SUMMIT HOTEL, Uniontown, Pa. Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

SUMNER RHUBARB GROWERS Assn., Seattle. Agency: Brewer-Weeks Co., San Francisco. *sa*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agency: Roche, Williams & Cunnyngham, Chicago (insecticides); Stewart-Jordan Co., Philadelphia. *n sa t ta*

SUNLAND BISCUIT Co., Calgary, Alta. Agency: Stewart-McIntosh, Calgary. *sa*

SUNNYVALE PACKING Co., San Francisco (Rancho soups). Agency: Lord & Thomas, San Francisco. *n sa sp*

SUNWAY FRUIT PRODUCTS, Chicago (vitamins). Agency: Schwimmer & Scott, Chicago. *sa sp*

SUSSEX COUNTY BOOSTERS CONFERENCE, Newton, N. J. *sa*

SWEETS Co. of America, New York (Tootsie Rolls). Agency: Biow Co., N. Y. *ta*

SWERL PRODUCTS Co., San Francisco (Swerl). Agency: Lord & Thomas, San Francisco. *sa*

DR. SWETTS ROOTBEER Co., New York. Agency: C. L. Miller Co., N. Y. *t sp*

SWIFT & Co., Chicago (meat, Vigoro, dairy products, Sunbrite). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese). *ta sa n*

SWIFT CANADIAN Co., Montreal (meat). Agency: J. Walter Thompson Co., Montreal. *sa*

SWISS CHALET COSMETIC Co., Dubuque. *sp*

SYDNEY-THOMAS Corp., Cincinnati (window shades). Agency: Julian J. Behr Co., Cincinnati. *sp*

T

TANK CAR STATIONS Inc., Chicago. Agency: Bryant Adv. Co., Chicago. *sa*

W. A. TAYLOR & Co., New York (Martini & Rossi vermouth). Agency: J. Walter Thompson Co., N. Y. *sa*

TAYLOR-REED Corp., Mamaroneck, N. Y. (Cocoa Marsh). Agency: W. I. Tracy Inc., N. Y. *sa*

TAYTON Co., Los Angeles (cosmetics). Agencies: Allen C. Smith Adv. Co., Kansas City; Barton A. Stebbins Adv., Hollywood; BBDO, Los Angeles. *sp rn*

TEA GARDEN PRODUCTS Co., San Francisco (food products). Agencies: Brisacher, Davis & Staff, San Francisco; Erwin, Wasey & Co., San Francisco. *rn sa*

TEN-B-LOW Co., Columbus, O. (ice cream mix). Agency: Ralph N. Jones Co., Cincinnati. *ta sa*

TENNESSEE COAL, IRON & RAILROAD Co., Birmingham and Pittsburgh (U. S. Steel subsid.). Agency: BBDO, Pittsburgh. *sp*

JOSEPH TETLEY & Co., New York (tea). Agency: Maxon Inc., N. Y. *rn sa t*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sw*

S. B. THOMAS Inc., Long Island City, N. Y. Protein Bread and English Muffins). Agency: Merrill Anderson Co., N. Y. *sp*

THOMPSON & HOLMES, San Francisco (Philco radio distributor). Agency: John B. Parsons, San Francisco. *t*

THOMPSON DISTRIBUTING Co., Hammond, Ind. Agency: Gerber Adv. Agency, Chicago. *sp*

THRIFTEE OUTLET Co., Los Angeles (retail clothing). Agency: United Adv. Agency, Los Angeles. *t sp*

THRIFTY DRUG Co., Los Angeles (chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *t sp.*

TIDEWATER ASSOCIATED OIL Co., New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa rn sw*

TILLAMOOK COUNTY CREAMERY Ass'n., Tillamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *rn sp*

TILLEY'S Ltd., Toronto (shoe cleanser). Agency: Frontenac Broadcasting, Toronto. *sp*

TIME Inc., New York (magazine, newsreel). Agency: BBDO, N. Y. *sa ta n*

TIP TOP TAILORS, Linden, N. J. Agency: McConnell, Eastman & Co., Toronto. *sa sp t*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams, Detroit. *rn sp*

TOFFENETTI RESTAURANTS, N. Y. Agency: C. Wendel Muench & Co., Chicago. *sp*

TRAVELERS CASUALTY INSURANCE Co., Chicago. Agency: First United Broadcasters, Chicago. *sa sp*

TRIANGLE MILLING Co., Portland (cereals). Agency: Mac Wilkins & Cole, Portland. *t*

TRIMOUNT CLOTHING Co., New York (Clipper Craft clothes). Agency: Emil Mogul Co., N. Y. *n ta*

JOHN F. TROMMER Inc., Orange, N. J. Agency: Federal Adv. Agency, N. Y. *ta*

TRU-ADE BOTTLING Co., Merchantville, N. J. (fruit beverage). Agency: Wettlin Adv., Camden. *sa*

TRU-ADE BOTTLING Co., Los Angeles (fruit beverage). Agency: Beaumont & Hohman, Los Angeles. *ta*

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham, Wings cigarettes). Agency: McLaren Adv. Co., Toronto *t ta sa n*

TURNER HYBRID SEED CORN Co., Grand Junction, Ia. Agency: Son de Regger & Brown, Des Moines. *sp*

TWENTIETH CENTURY-FOX FILM Corp. New York. Agency: Kayton-Spiero, N. Y. *n sa*

U

UNACAL PRODUCTS, Los Angeles (Bif). Agency: Lord & Thomas, Los Angeles. *ta*

WILLIAM UNDERWOOD Co., Watertown, Mass. (deviled ham). Agency: BBDO, Boston. *rn*

UNION BISCUIT Co., St. Louis (crackers). Agency: Gardner Adv. Co., St. Louis. *t*

UNION LIFE INSURANCE Co., Chicago. Direct. *sp sa*

UNION OIL Co. of Cal., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta sa rn sp*

UNION OIL Co., Vancouver, B. C. Agency: Stewart-McIntosh, Vancouver. *sp*

UNION PACIFIC RAILROAD (rail transportation). Agencies: Caples Co., Chicago; L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana). *sa*

UNION PHARMACEUTICAL Co., Bloomfield, N. J. (Saraka). Agency: Sherman K. Ellis & Co., N. Y. *t n*

UNION PREMIER FOOD STORES, Philadelphia (chain). Agency: J. M. Korn Co., Philadelphia.

UNITED ADV. SERVICES, Chicago (fountain pens). Agency: United Adv. Cos., Chicago. *sp*

UNITED AIRLINES, Chicago. Agency: N. W. Ayer & Son, New York. *n rn*

UNITED APPLIANCE Co., Detroit (Electrolux refrigerators). Agency: Couchman Agency, Dallas. *sa*

UNITED ARTISTS Corp., New York (movies). Agency: Buchanan & Co., N. Y. *sa*

UNITED BISCUIT Co. of America, Chicago. Agency: George H. Hartman Co., Chicago. *ta*

UNITED BUYING SERVICE, Chicago (pens). Agency: United Adv. Cos., Chicago. *sa sp*

UNITED CHINA Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa*

UNITED STATES OF BRAZIL, Rio de Janeiro, Brazil. Agency: Campbell-Ewald Co. of N. Y. *n*

U. S. FUEL Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sp*

U. S. PLAYING CARDS Co., Cincinnati. Agency: J. Walter Thompson Co., N. Y. *ta*

U. S. PRODUCTS Corp., San Jose, Cal. (glass-packed food). Agency: Richard Jorgensen Adv., San Jose.

U. S. A. PUBLISHERS, Chicago (*Our Country* magazine). Agency: First United Broadcasters, Chicago. *sp*

U. S. STEAMSHIP LINES, New York. Agency: J. Walter Thompson Co., San Francisco. *sa*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa*

UNIVERSAL CAMERA Corp., New York. Agency: Dundes & Frank Inc., N. Y. *sp*

UNIVERSAL MILLS, Fort Worth (Red Chain Feeds, Gold Chain flour). Agency: Ray K. Glenn Agency, Fort Worth. *t rn sp*

UTAH OIL REFINING Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sa*

UTAH WOOLEN MILLS, Salt Lake City, direct. *sp*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agencies: Klinger Adv. Agency; First United Broadcasters, Inc., Chicago. *sp t sa*

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V

VALENTINE & Co., New York (Valspar paint). Agency: McCann-Erickson, N. Y. *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta*

VAPO-CRESOLENE Co., New York (cold remedy). Agency: Irwin Vladimir & Co., N. Y. *sa*

VEL Co., Chicago. Agency: Sherman & Marquette, Chicago. *ta*

VENICE AMUSEMENT PIER, Venice, Cal. Agency: United Adv. Agency, Los Angeles. *ta*

VEST POK, Lynn, Mass. (non-electric dry shaver). Agency: Alfred J. Silberstein, N. Y. *sa*

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronal). Agency: Morse International, N. Y. *sa sp rn*

VINTON HYBRID CORN Co., Vinton, Ia. (seed). Agency: Weston-Barnett, Waterloo, Ia. *sp*

VIRGINIA DARE Ltd., Toronto (chain specialty shops). Agency: Ellis Adv. Co., Toronto. *sp*

VITA-C CITRUS PRODUCTS Co., San Bernardino, Cal. *sp*

VITAPEP PRODUCTS, Los Angeles (dog biscuits). Agency: Davis & Pearson Adv. Agency, Los Angeles. *sp*

VITASOL Corp., New York (health foods). *sp*

VI-TONE SALES, Hamilton, Ont. (health drink). Agency: Russell T. Kelley Ltd., Hamilton. *sa*

F. G. VOGT & SONS, Philadelphia (scrapple). Agency: Clements Co., Philadelphia. *sp sa*

W

WADHAMS OIL Co., Milwaukee. Agency: Scott-Telander Adv. Agency, Milwaukee. *sp*

WAITT & BOND, Newark (Blackstone, etc., cigars). Agency: BBDO, N. Y. *rn sp sa*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *sp sa*

WALKER REMEDY Co., Waterloo, Iowa (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WALTHAM FOUNTAIN PENS, Chicago. Agency: United Adv. Cos., Chicago. *sa*

WANDER Co., Chicago (Ovaltine). Agency: Blackett - Sample - Hummert, Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agencies: Sherman K. Ellis & Co., N. Y.; J. Walter Thompson Co., N. Y. *n sp ta sa*

WARNER BROS. PICTURES, New York. Agency: Blaine-Thompson Co., N. Y. *sw*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Warwick & Legler, N. Y. *n t*

WARREN-NORGE Co., New York (washing machines, radios). Agency: Moser & Cotins, N. Y. *ta sp*

WASEY PRODUCTS, New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sp ta*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (G. Washington coffee). Agency: Cecil & Presbrey, N. Y. *rn sp*

WASHINGTON STATE APPLE GROWERS, Seattle. Agency: J. Walter Thompson Co., Seattle. *sp sa*

WASTE MATERIALS CONSERVATION HDQRS., New York. Agency: Olian Adv. Co., St. Louis. *sa*

L. E. WATERMAN Co., New York (pens and pencils). Agency: Charles Dallas Reach Co., Newark. *sp*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder, etc.). Agency: Blackett-Sample-Hummert, Chicago. *n sp t*

WAYNE KNITTING MILLS, Fort Wayne, Ind. (hosiery). Agency: Aubrey, Moore & Wallace, Chicago. *sa*

WAYNE SHORT WAVE Co., Detroit (Diathermy). Agency: Simons-Michelson Co., Detroit. *sp*

THOMAS J. WEBB Co., Chicago (coffee). Agency: Schwimmer & Scott, Chicago. *sa*

WEBSTER-EISENLOHR, New York (Girard cigars). Agency: N. W. Ayer & Son, N. Y. *sp sa t*

WEBSTER THOMAS Co., Boston (canned food). Agency: Chambers & Wiswell, Boston. *sa*

WEEKLY PUBLICATIONS Inc., New York (Newsweek). Agency: Tracy-Locke-Dawson, N. Y. *n*

GEORGE WEIDEMANN BREWING Co., Newport, Ky. Agency: Strauchen & McKim, Cincinnati. *sa*

WELCH FRUIT PRODUCTS Co., Chicago. Agency: Reincke-Ellis-Younggreen & Finn, Chicago. *sp*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t ta*

WELCH GRAPE JUICE Co., Toronto (beverage). Agency: Cockfield Brown & Co. Ltd., Toronto. *sp*

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Theodore H. Segall Adv. Agency, San Francisco. *rn*

WENE CHICK FARMS, Vineland, N. J. Agency: Shaffer, Brennan, Margulis, St. Louis. *sp*

M. WERK Co., St. Bernard, O. (soap). Agency: Frederic W. Ziv, Cincinnati, *sa*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. *rn sp sa*

WEST COAST GROCERY Co., Tacoma (Best Foods). Agency: Condon Co., Tacoma. *sp*

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Davis & Staff, San Francisco. *t sp*

WEST DISINFECTING Co., New York (CN). Agency: Moser & Cotins, N. Y. *t*

WEST PENN Co., Fairmont, W. Va. (utility). *sp*

WESTERN ACCEPTANCE Corp., San Francisco (auto financing). Agency: Baum Adv. Agency, San Francisco. *sp*

WESTERN AUTO SUPPLY Co., Kansas City (chain). Agency: Ferry-Hanly Co., Kansas City. *sp*

WESTERN AUTO SUPPLY Co., Los Angeles (chain). Agency: Dan B. Miner Co., Los Angeles. *sp sa ta*

WESTERN CARTRIDGE Co., E. Alton, Ill. Agency: D'Arcy Adv. Co., St. Louis. *sa*

WESTERN FEDERAL SAVINGS & LOAN Assoc., Los Angeles (investments). Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa*

WESTERN HOME FURNITURE Co., Los Angeles. Agency: Allied Adv. Agencies, Los Angeles. *sp*

WESTGATE SEA PRODUCTS Co., San Diego, Cal. (Breast-O'-Chicken tuna). Agency: Barnes Chase Co., San Diego, *rn*

WESTINGHOUSE E. & M. Co., Philadelphia. Agency: Fuller & Smith & Ross, N. Y. *n rn sw*

GEORGE WESTON Ltd. of Canada (biscuits). Agency: Kaspar-Gordon, Boston. *t*

WETHERBY-KAYSER SHOE Co., Los Angeles. Agency: Sidney Garfinkel Adv. Agency. *sa*

WHEAT-ALONE Co., Vaucouver, Wash. (cereal). Agency: Charles H. Mayne Co., Los Angeles. *sp sa*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n*

S. S. WHITE DENTAL MFG. Co., Philadelphia. Agency: Clements Co., Philadelphia. *sp*

WHITE KING SOAP Co., Los Angeles. Agency: Raymond Morgan Co., Los Angeles. *sa t rn*

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. *sa n rn t ta*

WHITE RABBIT Co., St. Louis (egg dyes). Agency: Ridgway Co., St. Louis. *sa*

WINCHARGER Corp., Sioux City, Ia. (farm generators). Agency: E. H. Brown Adv. Agency, Chicago. *ta t sa*

STATE OF WISCONSIN, Dept. of Agriculture, Madison. *sa*

WHITTEMORE BROS. Corp., Boston (shoe polish). Agency: Badger & Browning, Boston.

WHO MAGAZINE, New York. Agency: H. C. Morris Inc., N. Y. *sa sp*

GEORGE WIEDEMANN BREWING Co., Newport, Ky. Agency: Strauchen & McKim, Cincinnati. *ta*

WILBERT PROCUCTS, New York (wax). Agency: W. I. Tracy Inc., N. Y. *t sp ta*

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa. Agency: Gray & Rogers, Philadelphia. *sa sp*

WILCO Co., Los Angeles (shoe dressing). Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sp*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

J. B. WILLIAMS Co., Glastonbury, Conn (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n sw*

J. B. WILLIAMS Co. (Canada), Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t*

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee). Agency: Alley & Richards Co., N. Y. *sp*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: Aubrey, Moore & Wallace, Chicago. *sa n*

WILLYS-OVERLAND MOTORS, Toledo (autos). Agency: Stack-Goble Adv. Agency, Chicago. *sa ta*

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal. Agency: Arthur Meyerhoff & Co., Los Angeles. *sp rn*

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp sa t rn*

WILSHIRE SHIRTS, Los Angeles (men's sport shirts). Agency: Hugo Scheibner Inc., Adv., Los Angeles. *sp*

WILSON LINE, Philadelphia (steamship line). Agency: John Faulkner Arndt & Co., Philadelphia. *sp sa*

WILSON PACKING Co., Chicago (lard, dog food). Agency: U. S. Adv. Corp., Chicago. *sa t sp ta*

WM. H. WISE & Co., New York (books). Agency: Northwest Radio Adv. Co., Seattle. *t sa sp ta*

WONDER FOAM Co., Pittsburgh (cleaner). Agency: George M. Rose Agency, Pittsburgh. *sa*

JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell, N. Y. *s*

WOOLLEY & Co., Seattle (income tax books). Agency: Northwest Radio Adv. Co., Seattle. *sp*

F. W. WOOLWORTH & Co., New York (chain store). Agency: Lynn Baker Co., N. Y. *sp sa ta*

WORLD'S PRODUCTS Co., Spencer, Ind. (Twenty Grand Razor Blades). Agency Phil Gordon Agency, Chicago. *sa*

WM. WRIGLEY JR., Co., Chicago (chewing gum). Agencies: Arthur Meyerhoff & Co., Chicago; Francis Hooper Adv. Agency, Chicago; Vanderbie & Rubens, Chicago; J. Walter Thompson Co., Chicago. *sp n sa*

WM. WRIGLEY Co. of Canada, Toronto. Agency Tandy Adv. Co., Toronto. *sp*

ALLEN B. WRISLEY Co., Chicago (Olivilo Soap). Agency: R. Hamilton Adv. Agency, Chicago. *sa*

RUDOLPH WURLITZER Co., Cincinnati (musical instruments). Agency: Schwimmer & Scott, Chicago. *t*

Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Massengale Co., Atlanta. *sa*

Z

ZENOFF MOTORS, Chicago (used cars). Agency: Harold I. Collen Co., Chicago. *sa*

ZERBST PHARMACAL Co., St. Joseph, Mo. (proprietary). Agency: Barrons Adv. Co., Kansas City. *sa*

ZIPPO MFG. Co., Bradford, Pa. (cigarette lighters). *sa*

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin, Wasey & Co., N. Y. *n*

Directory of

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

A

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Aaron & Brown	Philadelphia	1411 Walnut St. Locust 2282	Mrs. Elinor L. Brown
Aarons, Sill & Caron	Detroit	415 Brainard St. Temple 1-3515	Miss Esther McMullen
William H. Adams Adv.	San Francisco	369 Pine St. Douglas 3310	William H. Adams
Adco Adv.	Los Angeles	5212 Wilshire Blvd. Webster 6108	Edwin B. Newport Faraon Jay Moss Wallace F. Busse
Adcraft Co.	Akron	206 S. Main St. Franklin 9411	Harry L. Chupack
Ad-Craftsmen	Salt Lake City	McIntyre Bldg. 3-4427	Louis W. Larsen
Milton J. Adler Co.	New York	55 W. 42d St. Pennsylvania 6-8418	M. J. Adler
Ad-Service Co.	San Francisco	101 Post St. Douglas 6244	Ruel R. Neiger Richard H. Tate
Advertisers Broadcasting Co.	New York	117 W. 46th St. Bryant 9-1176	Z. H. Rubenstein
Advertisers Service	Milwaukee	229 E. Wisconsin Ave. Daly 6383	V. A. Fleischmann H. R. Langlie J. W. Martin
Advertising Inc.	Richmond, Va.	Central Natl. Bank Bldg. 3-2809	Alicia G. Smithers I. Lynn Miller
Advertising Arts Agency	Los Angeles	510 S. Spring St. Michigan 3884	Paul R. Winans Arthur C. Richards
Advertising Associates	Newark	12 Central St. Market 3-0007	J. M. Kesslinger
Advertising Associates Inc.	Charlotte, N. C.	Liberty Life Bldg. 3-9281	Mark I. Moffett
Advertising Associates	Chattanooga	Chat. Bank Bldg. 6-0241	John D. Stannard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	A. E. Hubbard Thomas L. Yates
Advertising Counselors Inc.	Phoenix, Ariz.	Security Bldg. 4-4177	Ivan N. Shun
Aircasters Inc.	Detroit	New Center Bldg. Trinity 1-2552	Stanley J. Boynton
Aitken-Kynett Co.	Philadelphia	Girard Trust Co. Bldg. Rittenhouse 7810	H. H. Kynett
R. H. Alber Co.	Los Angeles	1151 S. Broadway Prospect 3331	R. H. Alber Pauline Hagen
Martin Allen Adv.	Los Angeles	3275 Wilshire Blvd. Drexel 8194	Martin Allen Edward H. Girardin
Allen Heaton & McDonald	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Allen & Reynolds	Omaha	Insurance Bldg. Atlantic 4445	Earl Allen Milton Reynolds Robert Savage
Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	H. M. Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alley
Allied Adv. Agencies	Los Angeles	167 S. Vermont Ave. Drexel 7731	W. F. Gardner Walter McCreery Mel Roach
	San Francisco	525 Market St. Douglas 7018	Frank Schlessinger
Ambro Adv. Agency	Cedar Rapids, Ia.	210 Second St. 4139	....
Anderson, Davis & Platte	New York	50 Rockefeller Plaza Columbus 5-4868	H. L. Ives
Anfenger Adv. Agency	St. Louis	1706 Olive St. Chestnut 6380	Wilton C. Haff
	New Orleans	Canal Bldg. Magnolia 4920	....
Aniol & Auld, Adv.	San Antonio	Smith Young Tower Fannin 9148	Orrin C. Auld
Applegate Adv. Agency	Muncie, Ind.	Rose Court 2-1412	M. Ray Applegate
Applied Merchandising	New York	366 Madison Ave. Murray Hill 2-5672	Harold Frazee
Arbee Agency	Terre Haute, Ind.	3227 Wabash Ave. Crawford 5017	W. L. Smith

A—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
John Falkner Arndt & Co.	Philadelphia	Lewis Tower Bldg. Pennypacker 3540	John Falkner Arndt Jack Diamond
Artwil Co. Adv.	New York	22 W. 48th St. Medallion 3-0813	Arthur Bandman
Arthur H. Ashley Adv.	New York	457 W. 57th St. Columbus 5-1348	Gino Falconi Arthur H. Ashley Louise Sesti
Associated Advertisers	Harrisburg, Pa.	216 Locust St. 8391	A. Norman Gage
Associated Adv. Agency	Jacksonville, Fla.	Florida Nat. Bank Bldg. 3-1253	Hunter Lynde
Associated Adv. Agency	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson
Associated Broadcasting Co.	Chicago	817 E. 92d St. Triangle 2244	Frank J. Kovach
Richard B. Atchison Adv. Agency	Los Angeles	5225 Wilshire Blvd. Webster 4191	Richard B. Atchison
Atherton & Currier	New York	420 Lexington Ave. Mohawk 4-8795	John M. Lyden
Aubrey, Moore & Wallace	Chicago	230 N. Michigan Ave. Randolph 0830	J. H. North
Auspitz & Lee	Chicago	220 S. State St. Wabash 0315	Adolph Lee
N. W. Ayer & Son	Philadelphia	West Washington Sq. Lombard 0100	Wally Orr John H. Breil
	New York	30 Rockefeller Plaza Circle 6-0200	H. L. McClinton H. C. Sanford Thomas J. McDermott
	Boston	Statler Office Bldg. Hubbard 4970	E. C. Greiner
	Chicago	135 S. LaSalle St. Randolph 3456	T. J. Henry
	Detroit 3800	Penobscot Bldg. Randolph 3800	F. L. Scott, Jr.
	San Francisco	Russ Bldg. Sutter 2534	Carl Zachrisson
Azrael Adv. Agency	Baltimore	401 N. Charles St. Vernon 5555	Thomas Stevenson Maurice Azrael Virginia Tanner

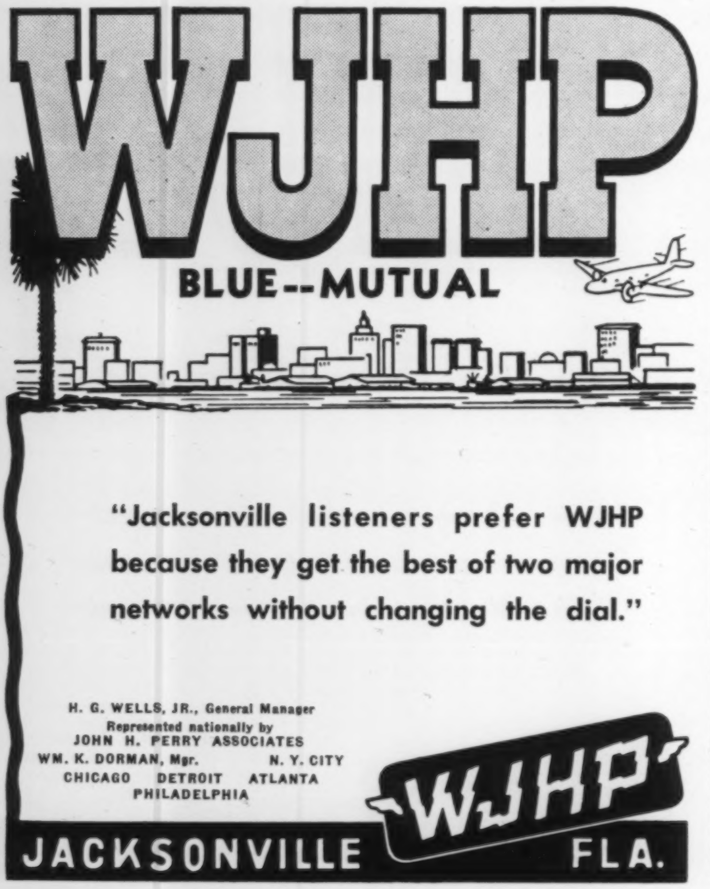
B

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Badger & Browning	Boston	75 Federal St. Liberty 3364	C. P. Parcher
Badger, Browning & Hersey	New York	RCA Bldg. Circle 7-3720	Mrs. Marjorie de Mott H. W. Mallinson
Sig H. Badt Adv. Agency	Dallas	Shaw Jewelry Bldg. Central 3691	Robert J. Roth Sig H. Badt
S. C. Baer Co.	Cincinnati	800 Broadway Parkway 0409	S. C. Baer J. C. McCoy
Lynn Baker Co.	New York	521 Fifth Ave. Vanderbilt 6-1556	Martha Stevens
Baker, Cameron, Soby & Penfield	Hartford, Conn.	30 Allyn St. 2-6353	....
Baldwin & Strachan	Buffalo	374 Delaware Ave. Washington 6854	J. F. Higgins
Ball & Davidson	Denver	Colorado Natl. Bank Bldg. Main 1291	C. A. Salstrand C. H. Phillips Philip H. Gray
Barlow Adv. Agency	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0131	J. R. Coleman
Barnes Chase Co.	San Diego, Cal.	San Diego Trust & Savings Bldg. Franklin 7771	Norman R. Barnes
	Los Angeles	1121 S. Hill St. Prospect 4118	E. W. Rutledge
Barrons Adv. Co.	Kansas City	1737 McGee St. Harrison 7730	M. J. Barrons H. W. Godfrey F. H. Little
Stuart Bart Adv. Agency	New York	114 E. 32d St. Murray Hill 5-9760	Stuart Bart
Walter Barusch Adv. Agency	San Francisco	Golden Gate Bldg. Ordway 4812	Walter Barusch
G. M. Basford Co.	New York	60 E. 42d St. Murray Hill 2-2838	Henry R. Webel
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Bass-Luckoff	Detroit	Lafayette Bldg. Randolph 0707	L. H. Luckoff Charles Rosen
Ted Bates Inc.	New York	630 Fifth Ave. Circle 6-9700	J. W. Runyon Al Taranto Addison Smith Travers Wells Mildred Fenton Lucille Webster
Batten, Barton, Durstine & Osborn	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor Jr. Carroll Newton Charles M. Underhill Ninette Joseph Gertrude Scanlon C. C. Slaybaugh Lynn Barnard
	Boston	178 Tremont St. Hubbard 0430	F. W. Hatch
	Pittsburgh	Grant Bldg. Grant 8060	Leon Hansen
	Buffalo	Rand Bldg. Cleveland 7915	S. P. Irvin
	Cleveland	Terminal Tower Bldg. Prospect 3261	Clarence L. Davis
	Chicago	Palmolive Bldg. Superior 9200	James G. Cominos
	Minneapolis	Northwestern Bank Bldg. Atlantic 4575	Wayne Tiss
	Hollywood	6331 Hollywood Blvd. Hollywood 7337	Jack Smalley
	San Francisco	Russ Bldg. Garfield 1017	R. L. Hurst Phelps Johnston
Walter E. Battenfield Co.	Des Moines	Iowa Des Moines Natl. Bank 4-7103	W. E. Battenfield
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Henry Haas



"Jacksonville listeners prefer WJHP because they get the best of two major networks without changing the dial."

H. G. WELLS, JR., General Manager
Represented nationally by
JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr. N. Y. CITY
CHICAGO DETROIT ATLANTA
PHILADELPHIA

JACKSONVILLE FLA.

B—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	H. S. McGehee G. W. Bauerlein
Bayless-Kerr Co.	Cleveland	Hanna Bldg. Main 0917	H. D. Kerr Walter Butcher
Beeson-Faller-Reichert	Toledo	2d Natl. Bank Bldg. Main 8121	Sterling Beeson R. J. Faller A. W. Reichert
Karl G. Behr Agency	Detroit	Francis Palms Bldg. Cadillac 1088	Karl G. Behr
Bennett Adv.	High Point, N. C.	Professional Bldg. 2991	Harold C. Bennett R. S. Williamson
Beaumont & Hohman	Chicago	6 N. Michigan Ave. Central 4231	Guy Davis
	New York	630 Fifth Ave. Circle 6-7040	I. C. Bettiker
	Atlanta	32 Peachtree St. N. W. Walnut 8633	J. L. Laube
	Cleveland	NBC Bldg. Cherry 3658	T. R. McCabe
	Omaha	Insurance Bldg. Atlantic 0369	O. W. O'Neal
	Dallas	Tower-Petroleum Bldg. 2-5388	Paul H. Leech
	Los Angeles	816 W. Fifth St. Trinity 8173	W. C. Beaumont R. H. Schmelzer Anne E. Hohman
	San Francisco	Russ Bldg. Garfield 0846	H. D. Cayford Richard Holman
	Portland, Ore.	Pacific Bldg. Beacon 5151	Elwood Encke
	Seattle	Central Bldg. Seneca 0066	T. M. White
Bennett, Walther & Menadier	Boston	234 Boyleston St. Kenmore 3820	....
Benson & Dall	Chicago	327 S. LaSalle St. Wabash 8435	John R. Tyson R. J. Dooley O. W. Goes Harry O'Neil
Benton & Bowles	New York	444 Madison Ave. Wickersham 2-0400	Tom Revere George Kern H. H. Dobberteen
	Hollywood, Cal.	6253 Hollywood Blvd. Hillside 9151	Mann Holiner
Bermingham, Castleman & Pierce	New York	136 E. 38th St. Lexington 2-7550	George Castleman
Gerald S. Beskin Agency	Minneapolis	Foshay Tower Atlantic 5333	Gerald S. Beskin
Frank Best & Co.	New York	9 Rockefeller Plaza Circle 7-6760	A. H. Van Buren
Betts-Koerber	Denver	810 14th St. Main 6782	L. W. Koerber
Biddle Co.	Philadelphia	1600 Walnut St. Kingsley 3477	George Taylor
George Bijur Inc.	New York	9 Rockefeller Plaza Circle 6-6330	George Bijur
Biow Co.	New York	9 Rockefeller Plaza Circle 6-9300	Milton H. Biow Miss Reggie Schuebel Bernard Procktor
Blackett-Sample-Hummert	Chicago	221 N. LaSalle St. Dearborn 0900	Max Wylie J. J. Neale
	New York	247 Park Ave. Wickersham 2-2700	George G. Tormey Mrs. Anne Ashenhurst Hummert
Blackstone Co.	New York	221 W. 57th St. Circle 7-7890	Milton Blackstone
Blaine-Thompson Co.	New York	234 W. 44th St. Bryant 9-2480	Marlo Lewis
Blaker Adv. Agency	New York	120 E. 41st St. Caledonia 5-7351	Eleanor Kemble
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Adolph L. Bloch
Charles Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennypacker 4424	....
Blumberg & Clarich	New York	171 Madison Ave. Murray Hill 3-7495	H. Blumberg
Boclaro Adv. Agency	New York	9 W. 50th St. Circle 7-6970	J. J. Clarey
Booth, Pelham & Co.	Shreveport, La.	Slattery Bldg. 2-2834	Leon Booth

B—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Borrelli Co.	Philadelphia	Market St. Natl. Bank Bldg. Locust 7730	Charles J. Borrelli
W. Earl Bothwell Adv. Agency	Pittsburgh	Standard Life Bldg. Court 6565	Virginia D. Bothwell T. Howard Black Jr. Peggy McMeekin Dorothy Wills Hassel W. Smith
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	Ray Andrews
	Seattle	Second Ave. Bldg. Elliott 3523	C. P. Constantine
	San Francisco	Russ Bldg. Exbrook 7565	Stanley G. Swanberg D. M. Lawton
	Los Angeles	716 W. Olympic Blvd. Prospect 0206	Wesley E. Farmer
Leo Boulette Agency	Springfield, O.	First Morris Plan Bank Bldg.	Leo Boulette
Bowman, Deute, Cummings	San Francisco	215 Market St. Sutter 4933	L. G. Moseley
	Los Angeles	714 W. Olympic Blvd. Prospect 8730	H. C. Wilson
	New York	522 Fifth Ave. Murray Hill 2-0392	Thomas Steep
Bowman-Holst-MacFarlane-Richardson	Honolulu, T. H.	Castle & Cooke Bldg. Honolulu 6239	Kenneth B. Carney
Henry P. Boynton Adv. Agency	Cleveland	1514 Prospect Ave. Cherry 3561	Florence Reynolds W. A. D. Millson
Bozell & Jacobs	Omaha	Electric Bldg. Jackson 2261	F. C. Miller
	Chicago	1010 Hearst Sq. Central 6505	Nathan E. Jacobs
	Indianapolis	Traction Terminal Bldg. Lincoln 6326	Ernie Lundgren
	Houston	United Gas Bldg. F 4106	D. C. Schnabel
Arthur Braitsch Adv.	Providence, R. I.	Hospital Trust Bldg. Dexter 5313	Arthur Braitsch J. A. Lorimer
J. Carson Brantley Adv. Agency	Salisbury, N. C.	Post Bldg. 900	J. Carson Brantley A. N. Cheney
Brenallen Co.	New York	103 Park Ave. Murray Hill 5-2554	C. Victor Gulla
Bresnick & Solomont	Boston	120 Boylston St. Liberty 4732	Oscar Bresnick
R. C. Breth Inc.	Green Bay, Wis.	310 Pine St. Howard 134	R. C. Breth
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8234	K. J. Beaver
Briggs & Varley	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Brisacher, Davis & Staff	San Francisco	Crocker Bldg. Garfield 0276	Robert T. Van Norden Emil Brisacher Weston Settlemier Charles Gabriel
	Los Angeles	714 W. Olympic Blvd. Prospect 9368	Robert J. Davis
Broadcast Adv. Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning
Clifford F. Broeder Adv. Agency	St. Louis	3615 Olive St. Newstead 3399	C. F. Broeder
Rowland Broiles Co.	Fort Worth	Dan Waggoner Bldg. 2-2261	Rowland Broiles Raymond McCarty
Brooke, Smith & French	Detroit	82 E. Hancock Ave. Columbia 0860	Herbert R. Bayle
Brooke, Smith, French & Dorrance	New York	347 Madison Ave. Murray Hill 6-1800	Harry M. Overstreet Harry E. Pengel
Bernard M. Brooks Adv.	San Antonio	Insurance Bldg. Fannin 3972	Bernard M. Brooks
Brooks Adv. Agency	Los Angeles	1031 S. Broadway Prospect 9207	A. R. Brooks
S. M. Brooks Adv. Agency	Little Rock, Ark.	Union Natl. Bank Bldg. 2-1874	Sidney M. Brooks Earl L. Saunders A. Hall Allen Jr.
D. P. Brother & Co.	Detroit	General Motors Bldg. Trinity 2-8250	Carl Georgi, Jr.
	Los Angeles	714 W. Olympic Blvd. Prospect 2052	Willard S. Wood
E. H. Brown Adv. Agency	Chicago	933 Merchandise Mart Delaware 8333	J. B. Allen Harry Schneiderman
Brown & Thomas	New York	10 Rockefeller Plaza Circle 6-8700	J. J. Hagan
	Chicago	919 N. Michigan Ave. Whitehall 8012	Louis E. Golan
Burton Browne Inc.	Chicago	150 E. Superior St. Delaware 3800	J. C. Callahan

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WITH EVERY SALES SHOT HITTING
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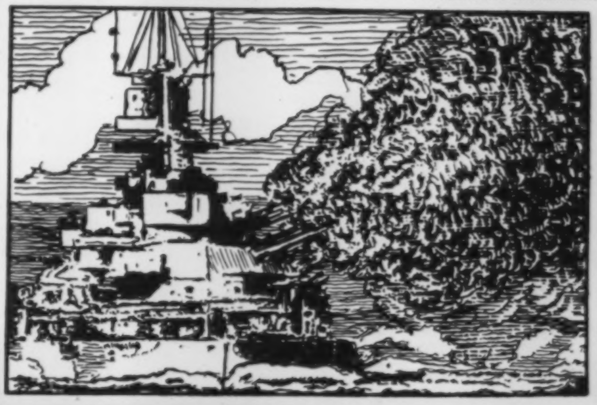

No waste of ammunition. Every sales shot goes smashing home . . . to a loyal moneyed audience of over a half million.

WGH delivers positive primary coverage of Norfolk—Newport News and Portsmouth . . . one of America's greatest defense centers and Virginia's richest market . . . at Lowest Cost.

The WGH Sales, Promotion, Merchandising and Programming staffs are an E-fficient synchronized gun-crew giving you expert FIRE CONTROL for your advertising dollar.

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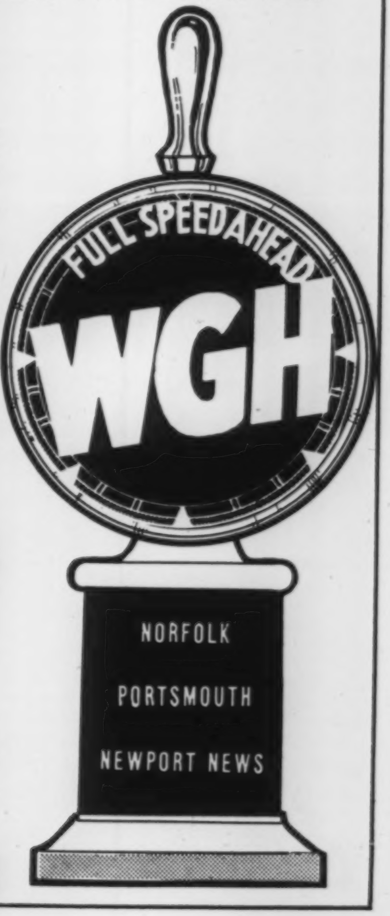

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. J. Kleinfeld
Buchanan & Co.	New York	1501 Broadway Medallion 3-3380	Paul Munroe
	Chicago	919 N. Michigan Ave. Delaware 5522	George Ensinger
	Los Angeles	427 W. Fifth St. Mutual 6316	Fred M. Jordan
	San Francisco	406 Montgomery St. Garfield 5241	Ray Randall
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	Adam Reinemund G. H. Lindley L. H. Thomas
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	C. W. Fisher
Earle A. Buckley Organization	Philadelphia	1600 Arch St. Rittenhouse 0180	Earle A. Buckley
Bullard Agency	Port Huron, Mich.	220 Quay St. 6137	Rockwood Bullard
John Bunker Inc.	Cincinnati	Schmidt Bldg. Parkway 5905	Richard D. Downing John Bunker
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	F. J. Woods
Leo Burnett Co.	Chicago	360 N. Michigan Ave. Central 5959	B. C. Herrick E. Ross Gamble
	New York	Time & Life Bldg. Circle 6-8059	Louise Jansberg
J. E. Burns Adv.	Chicago	75 E. Wacker Drive Andover 5454	Jay E. Burns
Charles L. Burns & Associates	Cleveland	1243 Rockwell Ave. Main 0654	Charles L. Burns
Bert Butterworth Agency	Hollywood, Cal.	1622 N. Highland Ave. Hollywood 7263	Bert Butterworth
Byer & Bowman	Columbus, O.	203 E. Broad St. Main 3276	Herbert Byer Gus K. Bowman Joel M. Burghalter
Mark Byron Inc.	Miami	2219 Biscayne Blvd. 3-7351	Richard V. Porterfield

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$100,000,000.00

....ALL IN ONE SPOT!

Here's the *New* market you've been looking for . . . **$100,000,000.00** in Defense Contracts dropped right into the heart of this **concentrated Texas Gulf Coast Industrial Area** — and that in addition to the already prosperous retail trade in the Beaumont-Port Arthur Metropolitan Areas. **$53,628,000.00** was spent in the retail stores of these two cities in 1939, according to official census reports. ***PLACE YOUR SCHEDULES WHERE YOU KNOW THE PAYROLL!***

KFDM

BLUE NETWORK

FULL TIME

560 KC

1000 WATTS

BEAUMONT

Represented by

HOWARD H. WILSON COMPANY

C

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Harold Cabot & Co.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahn-Miller	Baltimore	413 N. Charles St. Vernon 4411	C. LeRoy Miller
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 3666	Howard C. Caldwell
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 5059	B. A. Ohlander
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	J. J. Griffin Ray P. Clayberger
	Chicago	333 N. Michigan Ave. Randolph 3831	Hilmer V. Swenson
Callaway Associates	Boston	210 South St. Hancock 9471	Morris Susman
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2713	D. T. Campbell
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbell
Campbell-Ewald Co.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
	Chicago	230 N. Michigan Ave. Central 1946	R. F. Field
	Dallas	Republic Bank Bldg. C-1318	Aubra Dodson
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Steven S. Arnett
	San Francisco	703 Market St. Douglas 5670	R. V. Dunne
Campbell-Ewald Co. of New York	New York	1230 Sixth Ave. Circle 7-6383	Kenneth Young E. A. Elliott
Campbell-Mithun	Minneapolis	Northwestern Bank Bldg. Atlantic 3231	Louis Knopp
Campbell-Sanford Adv. Co.	Cleveland	1105 Chester Ave. Prospect 4391	Jay P. Garlough L. J. Kraft
	Chicago	608 S. Dearborn St. Wabash 6770	Sylvester Geasey
	New York	342 Madison Ave. Murray Hill 2-8397	Fred A. Koenig
	Toledo, O.	1922 Linwood Ave. Adams 8623	R. L. Sisson
Solis S. Cantor	Philadelphia	1600 Walnut St. Pennypacker 1626	Solis S. Cantor
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	New York	230 Park Ave. Murray Hill 6-6500	Ruth Folster
	Omaha	1504 Dodge St. Jackson 1107	L. M. Branch R. L. Pullman
	Los Angeles	412 W. 6th St. Mutual 4143	Leo Meehan
Carlton, Porterfield	Miami	Postal Bldg. 3-5865	R. V. Porterfield L. D. Carlton
Carpenter Adv. Co.	Cleveland	Citizens Bldg. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
Carter-Owens Adv. Agency	Kansas City, Kan.	Occidental Bldg. Drexel 3077	Charles Carter Everett Herndon W. G. Rowe
Carter-Thomson Co.	Philadelphia	1420 Walnut St. Pennypacker 0650	A. M. Fanning
Walker Casey	Nashville	3d National Bank Bldg. 5-1371	Walker Casey Parker Smith
Edward Cave Co.	New York	205 E. 42d St. Murray Hill 4-3135	E. H. Manning
Cecil & Presbrey	New York	247 Park Ave. Wickersham 2-8200	Edward Tompkins
	Chicago	228 N. LaSalle St. Central 5255	Edwin C. Olson
	Beverly Hills, Cal.	200 S. Beverly Drive Crestview 1-5766 (Russell Birdwell & Associates)	Russell Birdwell
Century Adv. Agency	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith
Cesana & Associates	San Francisco	Monadnock Bldg. Exbrook 8572	Carl W. Pierce
	Hollywood	6518 Selma Ave. Hollywood 8155	Renzo Cesana Carl Webster Pierce

C—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Harold S. Chamberlin & Associates	St. Paul	Endicott Bldg. Elkhurst 4314	H. S. Chamberlin
Chambers & Wiswell	Boston	38 Newbury St. Commonwealth 5860	George J. Chambers
Nelson Chesman Co.	Chattanooga, Tenn.	Main & Market 6-4942	Henry Tritschler John E. Fontaine
Chicago Union Adv. Agency	Chicago	20 W. Jackson Blvd. Wabash 5732	Simon Levin
Church-Green Co.	Boston	248 Boylston St. Kenmore 5440	C. E. Beckwith
Cinema Adv. Agency	Hollywood	1731 N. Highland Ave. Gladstone 2191	Lawrence W. Allen
C. P. Clark Inc.	Nashville	2411 West End Ave. 7-6602	C. P. Clark
Darwin H. Clark Adv.	Los Angeles	541 S. Spring St. Michigan 6021	Darwin H. Clark
Steiniger Clark & Associated Artists	Kansas City	Studio Bldg. Main 1720	George Rollins
Clements Co.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	Alice V. West E. D. Masterman I. W. Clements R. H. Smith
Cline Adv. Service	Boise, Id.	First Natl. Bank Bldg. 206	John Greenlee
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805	Robert M. Clutch Jr.
L. C. Cole Adv.	San Francisco	156 Montgomery St. Exbrook 8865	L. C. Cole
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	James L. Cole A. T. Cole
Harold I. Collen Adv. Agency	Chicago	400 N. Michigan Ave. Delaware 5999	Harold I. Collen
Wendell P. Colton Co.	New York	122 E. 42d St. Ashland 4-7444	A. F. Dermody
Russell C. Comer Adv. Co.	Kansas City	Fairfax Bldg. Harrison 3964	Russell C. Comer John C. Fehlandt
Commercial Broadcasters	Chicago	192 N. Clark St. Dearborn 0203—0533	....
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	Andre Suotto
Commonwealth Adv. Agency	Boston	93 Summer St. Hubbard 0230	Jerome O'Leary

C—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Compton Adv.	New York	630 Fifth Ave. Circle 6-2800	John E. McMillin Wm. Maillefert Daniel Potter
	Chicago	221 N. LaSalle St. State 7210	Jane Stockdale
Condon Co.	Tacoma, Wash.	Washington Bldg. Main 3483	Roscoe A. Smith Victor Kaufman
Conner Adv. Agency	Denver	RKO Bldg. Keystone 5351	Cecil R. Conner
Connor Co.	San Francisco	Rialto Bldg. Yukon 0196	R. W. Conley
Richard F. Connor Adv. Agency	Los Angeles	515 S. Spring St. Tucker 6249	Richard F. Connor Frank C. O'Conner
S. A. Conover Co.	Boston	75 Federal St. Hancock 4770	Albert H. Clime
Consolidated Adv. Agency	New York	505 Fifth Ave. Vanderbilt 6-5258	Charles L. Rothschild
Continental Adv. Service	Los Angeles	210 W. Seventh St. Trinity 8278	Joseph Osherenko
Coolidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore Henry Kroeger Robert H. Morgan
Couchman Adv. Agency	Dallas	2102 Bryan St. Riverside 2932	Albert Couchman Norval Schneringer
Coulter-Mueller-Grinstead	San Antonio	Majestic Bldg. Fannin 1852	C. P. Mueller
Cowan & Dengler	New York	527 Fifth Ave. Murray Hill 2-0940	Helen Bond
Cox Associates	Detroit	60 E. Euclid Ave. Madison 0473	Florence Cox
Cox & Tanz	Philadelphia	Drexel Bldg. Lombard 1720	A. P. Cox Eugene R. Tanz
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Daly 3500	Holland Engle
Chet Crank Inc.	Los Angeles	950 S. Broadway Tucker 6131	Chet Crank
Craven & Hedrick	New York	522 Fifth Ave. Murray Hill 2-5010	Bernard N. Craven
Theodore B. Creamer Adv.	Los Angeles	701½ S. Lorraine Blvd. Wyoming 3249	Theodore B. Creamer
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	Morrison Wood

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NEW ORLEANS

And Its Trading Territory

by using

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NBC RED

The Station with the best programs and best signal at lowest cost

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

C—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Crolly Adv. Agency	Wilkes-Barre, Pa.	Bennett Bldg. 2-7191	Charles B. Keiser
	Scranton, Pa.	128 Birch St. 3-2524	Dennis F. Crolly
	Philadelphia	1334 W. Girard Ave. Stevenson 7229	Arthur O'Neill
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 7-1771	J. P. Anderson Wilson W. Crook
Samuel C. Croot Co.	New York	28 W. 44th St. Bryant 9-2588	D. B. Brandt William Krieger
Arthur Crosby Service	New York	516 Fifth Ave. Murry Hill 2-2618	B. F. Landsman
Cruttenden & Eger	Chicago	64 E. Lake St. Central 7830	Edmond I. Eger
Cusack Adv. Co.	Denver	California Bldg. Cherry 6589	John Foster Mabel Gates

D

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Dake Adv. Agency	San Francisco	116 New Montgomery St. Sutter 2403	L. E. Dake
Dako Adv. Agency	Minneapolis	300 Nicolett Ave. Geneva 5044	Walter Heynacher
Ralph W. Dalton & Associates	Troy, O.	Public Square 2221	Thelma D. Ross Ralph W. Dalton
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	F. S. Ott
	New York	515 Madison Ave. Eldorado 5-5435	Felix W. Coste Henry C. Klein
	Cleveland	Terminal Bldg. Cherry 0158	S. P. Seward
Jimm Daugherty Inc.	St. Louis	706 Chestnut St. Main 0790	James M. Daugherty
Ed Davidson Adv. Agency	San Diego, Cal.	S. D. Trust & Savings Bldg. Franklin 3627	Ed Davidson
W. H. Davis Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis

NEW - LOCAL
GREENSBORO, N.C.
COVERAGE

LOW RATE BLANKETS NORTH CAROLINA

"KEY" CITY—*With "Plus" Values*

Greensboro, N. C.—"Pivot of the Piedmont," with high per capita earnings and regular payrolls from diversified sources, is noted for its "trade-at-home" spirit. WGBG offers exceptional returns on your advertising dollar spent in this city—with a "Plus" value of heavy listener audience in its rich trade area—backed by merchandising aid from an up-and-coming staff of alert radio men.

WGBG

Greensboro, N. C.

1000 Watts 980 Kc.

D—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Davis, Harrison & Simmonds	Hollywood	306 N. Vermont Ave. Normandie 2-2158	Jack M. Lenz
Dawson Inc.	Greenville, S. C.	Prevost Bldg. 780	James Dawson
Frank T. Day Inc.	Boston	729 Boylston St. Kenmore 4854	Frances B. Day
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency	New York	51 Chambers St. Worth 2-7093	A. De Biasi A. Mauro
John L. deBrueys Agency	Houston	Ben Milam Hotel Capitol 2241	John L. deBrueys
Henry DeHaan Adv. Agency	Philadelphia	Drexel Bldg. Lombard 0719	....
Ira E. DeJernett Adv. Service	Dallas	Wilson Bldg. Central 2620	Violet Short Ira E. DeJernett
Robert F. Dennis Inc.	Los Angeles	219 W. Seventh St. Trinity 2458	Robert F. Dennis
Craig E. Dennison Adv.	Chicago	225 N. Michigan Ave. Dearborn 3188	A. D. Reiwitch
D'Evelyn & Wadsworth	San Francisco	486 California St. Garfield 8267	Leland L. Levinger
J. H. Diamond & Co.	San Francisco	Pacific Bldg. Douglas 5006	J. H. Diamond
Dickie-Raymond	New York	521 Fifth Ave. Murray Hill 2-4212	L. J. Raymond
Dicklow Adv. Agency	Dallas	Rio Grande Nat'l. Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind	New York	147 W. 42d St. Bryant 9-8300	Nathan Diener
H. M. Dittman Adv. Agency	Philadelphia	Market St. Nat. Bank Bldg. Rittenhouse 0964	Harry M. Dittman
Dixie Advertisers	Jackson, Miss.	Lampton Bldg. 4-5434	Karl Shuman
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis
Doe-Anderson Adv. Agency	Louisville	Martin Brown Bldg. Wabash 3193	Elmer H. Doe Warwick Anderson Robert L. Headen
Ralph L. Dombrower Co.	Richmond, Va.	210 E. Franklin St. 3-1113	P. J. Fulmer D. F. Fowler H. D. Trayler
	Washington, D. C.	Woodward Bldg. District 5180	Philip Rosenfeld
Donahue & Coe	New York	1270 Sixth Ave. Columbus 5-4252	Jack B. Peters
	Atlanta, Ga.	Hurt Bldg. Main 5662	Harry L. Morrill Jr.
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee Donnelley
Leonard D'Ooge & Assoc.	Oakland, Cal.	Tribune Tower Twin Oaks 2322	W. Warren Anderson
Doremus & Co.	New York	120 Broadway Rector 2-1600	....
	Boston	50 Congress St. Hubbard 1510	....
	Philadelphia	1520 Sansom St. Rittenhouse 0925	William Reid
	Chicago	208 S. LaSalle St. Central 9132	J. P. Dynda Mrs. E. S. Harding
	San Francisco	544 Market St. Garfield 6688	H. W. Grady
Albert H. Dorsey Adv. Agency	Philadelphia	Bulletin Bldg. Locust 5547	H. S. Lamb
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 6234	....
John C. Dowd Inc.	Boston	Park Square Bldg. Hubbard 8050	John C. Dowd Edward D. Parent
Monroe F. Dreher Inc.	New York	RCA Bldg. Circle 6-0720	Ralph A. Ekstam
	Newark	790 Broad St. Mitchell 2-7918	Ernest A. Dreher Sr.
Driver & Co.	Omaha	Redick Tower Jackson 4640	F. J. Driver Jr. H. E. Hansen
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	Donald C. Graves F. S. Anderson
Roy S. Durstine Inc.	New York	580 Fifth Ave. Bryant 9-2977	Roy S. Durstine A. T. Gardiner
	Cincinnati	Enquirer Bldg. Cherry 0032	James Smyth
Alvin E. Dyer Adv. Agency	Spokane, Wash.	S 204 Howard St. Riverside 0026	Alvin E. Dyer

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Eastburn & Siegel	Atlanta	623 Spring St. Hemlock 7675	Harry L. Siegel Bill Roman Bob Axtell
	Birmingham	Watts Bldg.	T. O. White
Eastern Advertiser's Service	Hollywood	6305 Yucca St. Hillside 3137	Paul F. Adler
Eastman, Scott & Co.	Atlanta	Mortgage Guarantee Bldg. Walnut 9642	E. Gerry Eastman
Fred H. Ebersold Inc.	Chicago	20 N. Wacker Drive Franklin 0106	B. B. Popell
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	C. W. Johnson
Stanley J. Ehlinger, Adv.	Tulsa, Okla.	421 W. Sixth St. 4-2628	Stanley J. Ehlinger Joe E. Shidler
Eiteljorg & Beane Adv.	Indianapolis	19 W. 38th St. Wabash 5665	R. A. Beane
Harry Elliott Adv.	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
Roy Elliot Co.	Boston	25 Huntington Ave. Kenmore 7974	Roy D. Elliott
A. W. Ellis Co.	Boston	24 School St. Capital 1544	Lester L. Mayo A. W. Ellis
Ellis Adv. Co.	Buffalo	3053 Main St. University 4500	Jerome R. Ellis Henry Weil
Sherman K. Ellis & Co.	New York	500 Fifth Ave. Lackawanna 4-3570	Edward Aleshire
	Chicago	141 W. Jackson Blvd. Harrison 8612	Ed Aleshire John L. Snodgrass
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0536	Joseph Ellner
Emery Adv. Co.	Baltimore	Baltimore Life Bldg. Plaza 7440	H. C. Schuckle
Engel Adv.	Chicago	919 N. Michigan Ave. Superior 7656	F. L. Engel Jr.
Ennis-Anderson Adv. Agency	Fresno, Cal.	Holland Bldg. 3-2613	Frank Ennis E. E. Anderson
Equity Adv. Agency	New York	113 W. 42d St. Bryant 9-0060	Irving Weinberg

E—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Erwin, Wasey & Co.	New York	420 Lexington Ave. Mohawk 4-8700	Edward J. Fitzgerald Mary Dunlavey Martin D. Wickett
	New Haven	157 Church St. 5-8705	John F. Barteau
	Chicago	230 N. Michigan Ave. Randolph 4952	Harry K. Gilman Charles H. Pinkham II
	Minneapolis	Midland Bank Atlantic 1233	Mac Martin
	Seattle	Skinner Bldg. Main 6435	H. O. Nelson
	Los Angeles	714 W. Olympic Blvd. Prospect 5317	H. A. Stebbins
	San Francisco	333 Montgomery St. Exbrook 7004	Louis Honig
Erwin, Wasey & Co. of the South	Houston	711 Main St. Charter 4-3354	Joe W. Edwards Harold Halsell
	Dallas	Thomas Bldg. 2-5428	Stanley W. Foran
	Oklahoma City	First Natl. Bldg. 2-0605	Warren A. Humphrey
Benjamin Eshleman Co.	Philadelphia	260 S. Broad St. Kingsley 2590	Ben Bush
Lawrence Esmond Adv. Corp.	New York	331 Madison Ave. Murray Hill 2-1808	Lawrence B. Esmond
William Esty & Co.	New York	100 East 42d St. Caledonia 5-1900	Richard Marvin Tom Lynch
	Hollywood	1537 N. Vine St. Hillside 2183	W. R. Moore
Evans Associates	Chicago	307 N. Michigan Ave. State 8927	L. G. Wilcox K. V. Reed
Albert Evans & Le May Adv. Agency	Fort Worth	Dan Waggoner Bldg. 2-4184	Albert Evans, Jr. Victor LeMay
Export Adv. Agency	New York	271 Madison Ave. Caledonia 5-8738	A. Beyla

F

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Ted H. Factor Agency	Los Angeles	1709 W. Eighth St. Drexel 7187	Aileen Le Bell
Fairall & Co.	Des Moines	Paramount Bldg. 3-5255	C. R. Dudley L. R. Fairall J. S. McLaren

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F—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
H. W. Fairfax Adv. Agency	New York	551 Fifth Ave. Murray Hill 2-8680	Mrs. Janice Hamilton
Farson & Huff Adv. Agency	Louisville	Republic Bldg. Wabash 3279	W. N. McKamy
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	John S. Davidson
Warren P. Fehlman Adv.	Huntington Park, Cal.	2616 Randolph St. Kimball 9296	W. P. Fehlman
Harry Feigenbaum Adv. Agency	Philadelphia	1420 Walnut St. Pennypacker 3623	David Werman Ralph Hart
Marguerite Felber Adv. Agency	Hollywood	1680 N. Vine St. Granite 8367	Marguerite Felber
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 7713	Courtland D. Ferguson Dorothy Starbuck
	Baltimore	525 N. Charles St. Vernon 7211	....
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	H. E. Lehman
	Chicago	111 W. Monroe St. Central 8333	K. C. Ring John M. Farrell
	Kansas City	Fidelity Bldg. Harrison 4890	Q. V. Brewer
Lawrence G. Fertig & Co.	New York	149 Madison Ave. Murray Hill 4-3300	Henry Bretzfield
Robert G. Fields & Co.	Nashville	Warner Bldg. 6-1977	R. G. Fields
Fink & Doner Inc.	Detroit	Washington Blvd. Bldg. Cherry 0244	Wilfred B. Doner
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 2545	Allen L. Firestone
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager Roy E. Dodge George J. O'Leary
M. M. Fisher Associates	Chicago	134 N. LaSalle St. Central 1211	Jack Fisher

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F—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Fitzgerald Adv. Agency	New Orleans	833 Howard Ave. Raymond 5194	Leonard Gessner
Flack Adv. Agency	Syracuse, N. Y.	Hills Bldg. 2-3129	John B. Flack M. M. O'Neil
Flagler Adv. Inc.	Buffalo	170 Franklin St. Cleveland 0925	M. I. Flagler
Floortraffik Service	San Francisco	3512 Divisadero St. Fillmore 0504	John B. Parsons
Foley Adv. Agency	Cleveland	NBC Bldg. Cherry 1490	Robert B. Foley
Richard A. Foley Adv. Agency	Philadelphia	1528 Walnut St. Kingsley 1560	Joseph M. DeLone, Jr.
Foreign Adv. & Service Bureau	New York	7 E. 42d St. Murray Hill 2-3444	Joseph E. Palmer
Fort & Co.	Charlotte, N. C.	Kinney Bldg. 3-8859	John L. Fort
Foster & Davies	Cleveland	Keith Bldg. Cherry 5792	Maxton R. Davies
Fox Adv. Co.	Baltimore	510 St. Paul St. Vernon 3939	Merral A. Fox
Don F. E. Fox & Assoc.	Utica, N. Y.	Paul Bldg. 4-4072	Don F. E. Fox
Albert Frank-Guenther Law	New York	131 Cedar St. Cortland 7-5060	H. T. Rockwell
	Philadelphia	Packard Bldg. Rittenhouse 3915	Robert L. Ingold
	Boston	10 Post Office Square Hancock 5900	August Hirschbaum
	Chicago	1 N. LaSalle St. Dearborn 8910	Joseph J. Klein
	San Francisco	Stock Exchange Bldg. Exbrook 3484	Lucrezia Kemper
Franke-Wilkinson-Schiwetz	Houston	Cotton Exchange Bldg. Capital 0168	Joe B. Wilkinson P. C. Franke Jr. D. K. Williams
Frankel-Jones Co.	Chicago	43 E. Ohio St. Superior 0707	....
Freitag Adv. Agency	Atlanta	Standard Bldg. Walnut 3493	Joseph V. Freitag Norman Frankel
Oakleigh R. French & Assoc.	St. Louis	4235 Lindell Blvd. Newstead 0037	C. S. Pangman K. J. Bayer
Morton Freund Adv.	New York	400 Madison Ave. Wickersham 2-7985	Erwin Spitzer
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	A. H. Black
E. M. Freystadt Assoc.	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	1355 Market St. Hemlock 6030	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	Benjamin Friend
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey P. Newcomb
Fuller & Smith & Ross	New York	71 Vanderbilt Ave. Murray Hill 6-5600	Miss Lee Williams
Fuller & Smith & Ross	Cleveland	1501 Euclid Ave. Cherry 6700	W. J. Staab
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey

G

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Jerome G. Galvin Adv. Co.	Kansas City	3619 Broadway Valentine 1661	Jerome G. Galvin J. O. Simon
Gandy Adv. Agency	Dallas	Mercantile Bldg. 2-4737	W. P. Gandy
Gardner Adv. Co.	St. Louis	Syndicate Trust Bldg. Garfield 2915	Charles E. Claggett E. A. W. Schulenburg
	New York	9 Rockefeller Plaza Columbus 5-2000	Roland Martini
Alvin Gardner Co.	New York	7 E. 42d St. Murray Hill 2-3444	Alvin I. Gardner
Sidney Garfinkel Adv. Agency	San Francisco	26 O'Farrell St. Exbrook 3420	Walter Guild
W. W. Garrison & Co.	Chicago	400 N. Michigan Ave. Superior 8191	H. P. Falvey G. P. Schill
Geare-Marston	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn Charles K. Robinson, Jr.

G—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
General Adv. Agency Inc.	Los Angeles	1265 N. Vermont Ave. Olympia 2958	Ralf M. Spangler
Joseph R. Gerber Co.	Portland, Ore.	1305 SW 12th Ave. Broadway 0515	....
Gerth-Knollin Adv. Agency	San Francisco	68 Post St. Bldg. Garfield 1081	....
	Los Angeles	1709 W. Eighth St. Drexel 3339	Byron H. Brown
J. Stirling Getchell	New York	405 Lexington Ave. Murray Hill 6-4800	C. A. Snyder Carolyn R. Moser
	Chicago	59 E. Van Buren St. Harrison 2606	L. O. Holmberg
	Detroit	New Center Bldg. Trinity 1-2200	I. H. MacKenzie
	Milwaukee	735 N. Water St. Marquette 3567	H. H. Scott
	Kansas City	Bryant Bldg. Harrison 8102	Karel Rickerson
Geyer, Cornell & Newell	New York	745 Fifth Ave. Wickersham 2-5400	Miss E. L. Larsen Miss Kay Twomey
	Detroit	14250 Plymouth Road Hogarth 5520	L. R. Bloom
Gibbons Adv. Agency	Tulsa	Natl. Bank of Tulsa Bldg. 4-2444	J. Burr Gibbons
Giezendanner Co.	Houston	Southern Standard Bldg. Preston 5351	Kay Ware C. J. Giezendanner Jr.
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. 4-5516	William B. Sears Marion C. Nelson
Bert S. Gittins	Milwaukee	739 N. Broadway Daly 6230	Bert S. Gittins Vic S. Taylor Milton Gustafson
Glaser-Gottschaldt	Boston	Statler Bldg. Liberty 6044	Everett E. Doten
Glasser-Gailey & Co.	Los Angeles	672 S. Lafayette Park Place Fitzroy 2141	Grace Glasser P. E. Gailey
Gleason Adv. Agency	Detroit	David Stott Bldg. Cherry 9670	Miss A. I. Gleason
Ray K. Glenn Adv.	Oklahoma City	First National Bldg. 3-5439	Lowe Runkle
	Dallas	Liberty Nat'l. Bank Bldg. 2-3334	Ray K. Glenn
	Fort Worth	Fort Worth Natl. Bank Bldg. 2-2575	John Stewart
Francis K. Glew Adv.	Grand Rapids	Murray Bldg. 8-1848	Francis K. Glew
H. J. Gold Co.	New York	1123 Broadway Chelsea 2-7748	H. J. Gold
Max Goldberg Adv. Agency	Denver	Railway Exchange Bldg. Cherry 5533	Max Goldberg
I. A. Goldman & Co.	Baltimore	100 N. Eutaw St. Plaza 3357	I. A. Goldman Gabriel Goldman
	Philadelphia	1015 Chestnut St. Lombard 4312	H. N. Goldberg
	Pittsburgh	Law & Finance Bldg. Grant 7400	Jack Levin
H. H. Good Adv. Agency	New York	53 Park Place Cortland 7-3120	Raymond Cabrera
Goodkind, Joice & Morgan	Chicago	919 N. Michigan Ave. Superior 6747	M. Lewis Goodkind
Phil Gordon Agency	Chicago	840 N. Michigan Ave. Delaware 4486	John Morgan
Gotham Adv. Co.	New York	2 W. 46th St. Longacre 5-2616	A. A. Kron
Gottschaldt-Humphrey (Division of C. P. Clark Inc.)	Atlanta	Norris Bldg. Walnut 6341	Fred Storey
Goulston Co.	Boston	35 Court St. Lafayette 5866	E. J. Goulston
Gourfain-Cobb Adv. Agency	Chicago	400 N. Michigan Ave. Superior 3668	Aaron Adler
Grace & Bement	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Robert L. Gracemill Adv. Agency	San Diego, Cal.	So. Title & Trust Bldg. Franklin 6551	Robert L. Gracemill
Grant & Wadsworth & Casmir	New York	405 Lexington Ave. Murray Hill 9-4591	Marvin Casmir
Grant Adv.	Dallas	Gulf States Bldg. Riverside 8121	Will C. Grant Jimmy McClain Edwina Sprague John C. Morrow
	Chicago	919 N. Michigan Ave. Superior 9052	Larry Rhodes L. G. Harris
	New York	30 Rockefeller Plaza Circle 5-4485	Tyler Davis
	Mexico City, Mex.	Guardiola Bldg. Eric 14-63-93	David Echols
	Monterrey, Mex.	Padre Mier 474	David Echols
Paul Grant Adv.	Chicago	520 N. Michigan Ave. Superior 1988	....
Graphic Guild	New York	55 W. 42d St. Pennsylvania 6-0391	Alex D. Sniffen
Graves & Associates	Minneapolis	Radisson Hotel Atlantic 4531	Ivan H. Graves
Gray-Rogers Agency	Philadelphia	12 S. 12th St. Walnut 3636	W. B. Edwards
Harry B. Green & Co.	Baltimore	Baltimore Trust Bldg. Calvert 1817	Louis C. Pedlar Jr. Anne M. Engers
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
Gregory Adv.	Cleveland	Citizens Bldg. Main 7824	Bromley House
Greve Adv. Agency	St. Paul	Minnesota Bldg. Cedar 6388	A. B. Connolly
Grey Adv. Agency	New York	166 W. 32d St. Chickering 4-3900	James H. Lang Jr. M. J. White
Griffith Adv. Agency	St. Petersburg, Fla.	Times Bldg. 4311	Robert F. Bullard
Griswold-Eshleman Co.	Cleveland	Terminal Tower Main 7626	Earl R. Preble W. A. Weaver
Julian Gross Adv. Agency	Hartford	11 Asylum St. 7-7179	Paul R. Swimelar
Groves-Keen	Atlanta	Bona Allen Bldg. Walnut 4517	J. L. Groves, Jr. Welden Stevens
Guenther, Bradford & Co.	Chicago	15 E. Huron St. Superior 9474	Harry Margulies Philip W. Abrams
	Los Angeles	536 S. Hill St. Tucker 9241	J. C. Conway
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Murray Hill 2-5680	Paul Gumbinner
Gundlach Adv. Agency	Chicago	343 S. Dearborn St. Wabash 1250	E. T. Gundlach

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H

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Wm. J. Hackenberg, Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	Wm. J. Hackenberg
M. H. Hackett Inc.	New York	9 Rockefeller Plaza Circle 6-1950	Bernard Pagesstecher Aida Stearns
Melvin F. Hall, Adv.	Buffalo	220 Delaware Ave. Madison 4461	M. F. Hall W. B. Tanner
Halpern Adv. Agency	New York	151 W. 40th St. Longacre 5-7167	Irving Rill
Halsell-Humphrey	Oklahoma City	First National Bldg. 2-0605	W. A. Humphrey
Mason L. Ham, Adv.	Boston	31 St. James Ave. Hancock 3620	Mason L. Ham
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	S. T. Claflin
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Hammer Adv. Agency	Hartford, Conn.	983 Main St. 5-4883	Madeline Carter Louis Barlow Helen Zimmerman
Hancock Payne Adv. Org.	Philadelphia	Public Ledger Bldg. Lombard 2405	Charles D. Ledyard
Henry J. Handelsman Jr. Inc.	Chicago	139 N. Clark St. Central 3720	Henry J. Handelsman Jr.
Hansen-Williams Adv. Agency	New York	1270 Sixth Ave. Circle 7-4131	K. K. Hansen
Hanvey & Haas	San Francisco	Phelan Bldg. Douglas 4100	Howard G. Hanvey
L. J. Harger	Spokane, Wash.	Old Natl Bank Bldg. Main 5001	L. J. Harger
Thomas F. Harkins & Co.	Philadelphia	Commercial Trust Bldg. Rittenhouse 2424	Thomas F. Harkins
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	M. E. Harlan
R. T. Harris Adv. Agency	Salt Lake City	1st Natl. Bank Bldg. 3-6175	T. H. Axelsen Florence Bailey R. T. Harris

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
J. B. Hart Adv. Agency	Oakland, Cal.	1106 Broadway Glencourt 4448	J. B. Hart
Hart-Conway Co.	Rochester, N. Y.	45 Exchange St. Main 2073	J. P. Street H. E. Kennedy
George H. Hartman Co.	Chicago	307 N. Michigan Ave. State 0055	Thomas Kivlan
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	G. H. Johnston
	Durham, N. C.	Snow Bldg. J-8451	C. Knox Massey John Moorhead
L. B. Hawes General Adv.	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hays Adv. Agency	Burlington, Vt.	252 College St. 852	N. H. Myers
Heffelfinger Agency	New York	522 Fifth Ave. Vanderbilt 6-2450	T. P. Heffelfinger C. H. Pearson C. W. Wildrick H. Curtis Colb Fulton Dent
	Minneapolis	924 Second Ave. S.	C. W. Sawyer
Ralph Heineman Inc.	Chicago	737 N. Michigan Ave. Delaware 3939	Ralph Heineman
Heintz, Pickering & Co.	Los Angeles	323 W. Sixth St., Michigan 6062	Carl M. Heintz Wm. T. Pickering A. F. Becker
Henri, Hurst & McDonald	Chicago	520 N. Michigan Ave. Superior 3000	Frank Ferrin
Hevenor Adv. Agency	Albany, N. Y.	11 N. Pearl St. 5-1586	Horace L. Hevenor Edmund Melhado
Ward Hicks Inc.	Albuquerque, N. M.	315 W. Gold Ave. 280	Ward Hicks
Albert P. Hill Co.	Pittsburgh	233 Oliver Ave. Grant 3700	Herbert Gesregan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	V. H. McClure C. J. Vogel
Hillman-Shane-Breyer Inc.	Los Angeles	846 S. Broadway Vandike 5111	Donald A. Breyer
Hixson-O'Donnell Adv.	Los Angeles	Richfield Bldg. Mutual 8331	G. K. Breitenstein Robert M. Hixson H. D. Walsh
Hixson-O'Donnell Adv. of Del.	New York	19 W. 50th St. Circle 5-6590	L. B. VanDoren J. M. Nichols
B. H. Hockswender Agency	Pittsburgh	Commonwelath Bldg. Atlantic 3389	B. H. Hockswender E. C. Leibhart
Hoffman & York	Milwaukee, Wis.	808 N. Third St. Daly 6510	Howard L. Peck
Hogan Adv. Co.	Kansas City	1010 Walnut St. Harrison 7464	J. L. Corless
Huber Hoge & Sons	New York	699 Madison Ave. Regent 7-3500	John Hoge
Holden, Graham & Clark	Detroit	Donovan Bldg. Cadillac 7810	D. C. Flint
William F. Holland	Cincinnati	Glenn Bldg. Main 2859	William F. Holland E. G. Linsey John Mathews B. J. Huck Frank Mathuven
Hollywood Associate Producers	Los Angeles	815 S. Hill St. Trinity 0841	Chet Peterson
Horton-Noyes Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 3316	C. H. Rickard
Houck & Co., Adv.	Roanoke, Va.	25 W. Church Ave. 2-3411	Claude Harrison Jr. C. B. Houck
Edward Howard & Co.	Cleveland	Union Commerce Bldg. Cherry 0494	Edward Howard
E. T. Howard Co.	New York	40 E. 49th St. Plaza 3-6861	Arthur Lippmann
Charles W. Hoyt Co.	New York	551 Fifth Ave. Murray Hill 2-0850	William P. Smith C. B. Donovan
	Hartford, Conn.	650 Main St. Hartford 5-6066	Frank A. Whipple
HSG Adv. Agency	New York	19 E. 53d St. Wickersham 2-3338	Harry S. Goodman
Hubbell Adv. Agency	Cleveland	1220 Huron Road Cherry 0212	Frank Hubbell Inez Wallace I. M. Adams
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600	Leo F. Creeden

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Hudson Adv. Co.	New York	21 West St. Bowling Green 9-8950	W. D. Murray S. R. Huntley
F. A. Hughes & Co.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John P. McCarthy
Humbert & Jones	New York	228 E. 45th St. Murray Hill 2-7570	K. E. Humbert
Christy Humburg Adv. Agency	St. Louis	100 N. Broadway Chestnut 1095	Christy Humburg
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	H. T. Hand Jr.
Humphrey, Prentke & Associates	Cleveland	Engineers Bldg. Cherry 2056	Ralph B. Humphrey Herbert Prentke Fred Fry
Hungarian Broadcast Service	Chicago	817 E. 92d St. Aberdeen 0184	Frank J. Kovach
James F. Hurley Adv. Agency	San Diego, Cal.	311 S. Title & Trust Bldg. Franklin 6552	James F. Hurley
Hutchins Adv. Co.	Rochester, N. Y.	42 East Ave. Main 3528	Frank Hutchisu

I

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Ideas Associated	Glendale, Cal.	220 W. Broadway Citrus 26883	John B. Panushka
Il Progresso Adv. Service	New York	132 W. 43d St. Longacre 3-5549	Hyla Kiczales
Industrial Adv. Associates	Chicago	400 N. Michigan Ave. Delaware 7875	Milton G. Peterson
Ingalls-Miniter Co.	Boston	137 Newbury St. Commonwealth 5767	J. Raymond Miniter J. C. Downing
Wm. A. Ingoldsby Co.	Los Angeles	124 W. Fourth St. Michigan 4573	Wm. A. Ingoldsby
B. D. Iola Co.	New York	551 Fifth Ave. Murray Hill 2-6332	B. D. Iola
Ivey & Ellington	Philadelphia	1400 S. Penn Sq. Locust 7909	C. A. Palmer
	New York	155 E. 44th St. Murray Hill 3-5680	T. S. Strong

J

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Dillard Jacobs Agency	Atlanta	Candler Bldg. Walnut 3481	P. W. Smith
Joseph Jacobs Jewish Organization	New York	6 E. 46th St. Murray Hill 2-6995	Joseph Jacobs
Jamesway Inc.	Boston	Park Square Bldg. Hubbard 0766	Roland D. Mahoney C. E. Callahan Jr.
Jasper, Lynch & Fishel	New York	28 W. 48th St. Wisconsin 7-7215	Michael Gore
W. C. Jeffries Co.	Los Angeles	165 N. La Brea Walnut 8824	Wilbur C. Jeffries
Jessop Adv. Co.	Akron	First Central Tower Franklin 3232	P. Rodgers
Jewell Adv. Agency	Oakland, Cal.	Tribune Tower Templebar 7260	Ralph M. Jewell
Johnson, Read & Co.	Chicago	53 W. Jackson Wabash 7071	George H. Read Mrs. M. B. Sutherby
Johnson Adv. Agency	San Francisco	625 Market St. Douglas 8288	Samuel P. Johnston
Dana Jones Co.	Los Angeles	950 S. Broadway Tucker 6131	Dana H. Jones O. V. Johnson
Ralph H. Jones Co.	Cincinnati	Carew Tower Main 3351	....
	New York	580 Fifth Ave. Wisconsin 7-5500	James M. Nelson
Wylie B. Jones Adv. Agency	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer
Jones & Brakeley	New York	150 Nassau St. Beekman 3-1981	James D. Webb
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662	Richard Jorgensen
Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan
Sam P. Judd Adv. Co.	St. Louis	615 N. Ninth St. Chestnut 5888	James V. Huffman
Clarence B. Juneau Agencies	Los Angeles	211 S. Vermont Ave. Drexel 1361	Clarence B. Juneau

K

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Robert Kahn & Associates	Chicago	430 N. Michigan Ave. Delaware 5480	Earl J. Kahn
Kal Adv.	Washington	Star Bldg. Metropolitan 0863	I. T. Cohen Robert Enders Laura Auerbach
Kane Adv. Agency	Bloomington, Ill.	508 N. East St. 4949	Wm. H. Kinsall John Cullinan
	Peoria, Ill.	301 S. Adams 4-9641	Lyle Hosler
John Karch Adv. Agency	New York	280 Broadway Barclay 7-1045	Michael Altomari

K—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
H. W. Kastor & Sons Adv. Co.	Chicago	360 N. Michigan Ave. Central 5331	Robert G. Jennings George T. Duram Benjamin J. Green
	New York	9 Rockefeller Plaza Columbus 5-6135	Arthur Kastor
	Los Angeles	111 W. Seventh St. Michigan 6636	Walter Burroughs David McCrosker Hugo Scheibner
Joseph Katz Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	Gordon Gross John T. McHugh
	New York	444 Madison Ave. Wickersham 2-2740	Herschel Deutsch Elizabeth Black Leslie Katz
Henry J. Kaufman Adv.	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Robert Maurer Christine Kempton
	Baltimore	Court Square Bldg. Calvert 4675	Marx S. Kaufman
Kayton-Spiero	New York	230 W. 41st St. Longacre 5-5090	Gerald B. Spiero
Raymond Keane Adv. Agency	Denver	Railway Exchange Bldg. Tabor 7166	Raymond Keane
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1311	Sam Malcolm Levy
	Dayton, O.	Mutual Home Bldg. Adams 9321	Earl Doty
Ewing C. Kelly Adv.	Sacramento	Capital Natl. Bank Bldg. 3-7363	MacAlan Gardner Dorothy Shields
Kelly, Nason Inc.	New York	247 Park Ave. Plaza 3-5200	Joseph Burland
Kelly, Zahrndt & Kelly	St. Louis	Cotton Belt Bldg. Garfield 0777	Charles F. Kelly Jr. Walter W. Zahrndt Virgil A. Kelly
Kennedy Adv. Agency	New York	250 W. 57th St. Circle 6-4929	Mary Maher
Kenyon & Eckhardt	New York	247 Park Ave. Plaza 3-0700	Joseph R. Stauffer Hilda Lucey
Ketchum, MacLeod & Grove	Pittsburgh	Koppers Bldg. Atlantic 1100	Gail Gordon C. E. Livingston
Key Adv. Co.	Cincinnati	Fountain Square Bldg. Main 1164	Samuel Glueck

WASHINGTON, D.C.
WWDC
The buy for me!
General Manager
EDWIN M. SPENCE
National Representatives
BURN-SMITH CO., INC.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

K—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
H. M. Kiesewetter Adv. Agency	New York	9 East 40th St. Lexington 2-0025	H. M. Kiesewetter Samm S. Baker A. C. Christensen
Abbott Kimball Co.	New York	250 Park Ave. Plaza 3-9600	William Englemann
Jan King & Associates	Seattle	1411 Fourth Ave. Bldg. Eliot 6500	Jan King
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Booth P. Luck
Ralf Kircher Co.	Dayton	Mutual Home Bldg. Fulton 2151	Morton DaCosta R. L. Mills Carter B. Helton
W. S. Kirkpatrick Adv. Service	Portland, Ore.	American Bank Bldg. Beacon 3109	W. S. Kirkpatrick
Klau-Van Pietersom-Dunlap Associates	Milwaukee	744 N. Fourth St. Marquette 6780	R. E. Oakes Lee I. Archer
Philip Klein Inc.	Philadelphia	1910 Rittenhouse Sq. Kingsley 1420	Herbert Ringgold
Klinger Adv. Corp.	New York	119 W. 57th St. Circle 6-3660	Atwood A. Klinger E. French
M. R. Kopmeyer	Louisville	Realty Bldg. Wabash 2358	M. R. Kopmeyer W. A. Freeman
J. M. Korn & Co.	Philadelphia	1528 Walnut St. Pennypacker 2500	J. M. Korn Isabel Feinman
Kremer & Howard	Memphis	Exchange Bldg. 5-4343	Homer Gentry Erle Howry
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krichbaum
Arthur Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Myron Kirk John Crandall
	Washington	Albee Bldg. National 5506	Frank Getty
	Detroit	New Center Bldg. Madison 5315	Robert Copeland
	San Francisco	1601 Van Ness Ave. Graystone 2000	J. H. Hornell
Kuttner & Kuttner	Chicago	540 N. Michigan Ave. Superior 1877	C. D. Kuttner

5,000 ON 580

KEY STATION of
THE WEST VIRGINIA NETWORK

WCHS

Charleston, West Virginia

"THE CHEMICAL CENTER OF THE WORLD"

IN THE HEART OF
THE RICH KANAWHA VALLEY

•

Columbia Broadcasting System Affiliate

•

THE BRANHAM CO., NATIONAL REPRESENTATIVES

L

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Morton Lachman Adv. Agency	Aberdeen, Wash.	Electric Bldg. 486	Mort Lachman
Lake-Spiro-Shurman	Memphis	Sterick Bldg. 5-1571	Clarke R. Brown
James G. Lamb Co.	Philadelphia	Land Title & Trust Bldg. Spruce 7823	H. Ross Potter
Lambert & Feasley	New York	9 Rockefeller Plaza Columbus 5-3721	Martin Horrell
Lamport, Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 3-2161	C. F. Prell
A. B. Landau Inc.	New York	270 Broadway Rector 2-5341	Herman Younglieb
Landsheft Inc.	Buffalo	Liberty Bank Bldg. Cleveland 7260	A. W. Landsheft
Lane, Benson, McClure	Chicago	8 S. Michigan Ave. State 1931	....
Lane-Freiberger Adv. & Sales Promotion	Denver	Cooper Bldg. Keystone 0487	Curt Freiberger Bradley Lane
Lang, Fisher & Kirk	Cleveland	1010 Euclid Ave. Main 6579	Alvin B. Fisher
Lanpher & Schonfarber	Providence, R. I.	58 Weybosset St. Gaspee 4813	Lawrence Lanpher E .Doris Armstrong
Rupert L. Larson, Adv.	Los Angeles	407 E. Pico Blvd. Prospect 9013	Rupert L. Larson
Lauesen & Salomon Adv. Agency	Chicago	520 N. Michigan Ave. Superior 0738	A. M. Salomon Wendell Walker
Lavenson Bureau	Philadelphia	12 S. 12th St. Lombard 1158	Jay Lavenson
Lawrence Co.	Los Angeles	1151 S. Broadway Prospect 0515	F. G. Lawrence
Leche & Leche Adv. Co.	Dallas	Mercantile Bldg. 7-1479	Miles F. Leche Mont Hurst
Leeford Adv. Agency	New York	315 Fourth Ave. Stuyvesant 9-1742	David D. Lee
Al Paul Lefton Co.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Edith Righter H Benton Gotwals
	Chicago	435 N. Michigan Ave. Superior 3567	R. C. Nelson
	New York	521 Fifth Ave. Vanderbilt 6-4340	Robert Misch
	Hollywood	6253 Hollywood Blvd. Hollywood 8148	Dorothy M. Stewart
Hart Lehman Adv.	New York	116 Broad St. Bowling Green 9-9838	Hart Lehman
Leighton & Nelson	Schenectady	202 State St. 6-4202	George R. Nelson Arnold Hitchins Winifred S. Niles
Lennen & Mitchell	New York	17 E. 45th St. Murray Hill 2-9170	William N. Robson Blayne Butcher
	Hollywood	6253 Hollywood Blvd. Granite 7181	Samuel C. Pierce
S. R. Leon Inc.	New York	1775 Broadway Columbus 5-0020	Harry Jacknick
H. B. LeQuatte Inc.	New York	200 Madison Ave. Ashland 4-5571	H. B. LeQuatte
Lessing Adv. Co.	Des Moines	Walnut Bldg. 3-1149	R. J. Flynn D. L. Dungan
Nate Le Vene Adv. Agency	San Francisco	712 Larkin St. Ordway 0933	Lloyd F. Chase Edward Scott Roy C. Czerny
Charles Levitt Adv.	Los Angeles	412 W. Sixth St. Tucker 2822	Charles Levitt
A. W. Lewin Co.	Newark	11 Commerce St. Mitchell 2-7244	A. W. Lewin
	New York	250 W. 57th St. Circle 7-2535	....
Lewis Agency Inc.	Washington	Star Bldg. Metropolitan 4638	G. A. Lewis
Addison Lewis & Associates	Minneapolis	Foshay Tower Atlantic 6235	M. Anderson
Lewis & Tokar	Newark	17 Academy St. Mitchell 2-5440	Milton L. Lewis
Ted Levy Adv. Agency	Denver	Temple Court Bldg. Cherry 4521	Barbara Aiton Ted Levy
Carr Liggett, Adv.	Cleveland	NBC Bldg. Cherry 3434	Carr Liggett E. C. Sheeler L. W. Smith
Livermore & Knight Agency	Providence	42 Pine St. Gaspee 6111	Arthur L. Dean Wm. B. Gowdey Herbert W. Gerlach
	Boston	Park Square Bldg. Hubbard 1133	I. E. Blaine
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	Ted Krough

L—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Lloyd, Chester & Dillingham	New York	9 Rockefeller Plaza Circle 5-8800	Robert Hotz
Lloyd's Adv.	Los Angeles	307 W. 8th St. Trinity 0848	Adolph Weinstein
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pairo
Lester A. Loeb Adv. Agency	New York	14 W. 40th St. Bryant 9-8911	Lester A. Loeb J. Gelber
Lockwood-Shackelford Adv. Agency	Los Angeles	122 E. Seventh St. Trinity 9801	Ralph D. Lockwood Norman J. Boroughs
Loewy Adv. Agency	New York	41 Park Row Worth 2-3773	Henry Loewy
Logan & Arnold	Los Angeles	621 S. Hope St. Trinity 8194	Dudley L. Logan Jerry C. Arnold Duncan Jennings
Long Adv. Service	San Jose, Cal.	19 N. Second St. Ballard 5600	Alvin Long
	San Francisco	681 Market St. Douglas 3168	Hassel W. Smith
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	E. J. Sperry Robert Struble
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Carl M. Stanton John Hymes
	Chicago	919 N. Michigan Ave. Superior 4800	Jack W. Laemmar Lee Strahorn
	Hollywood	6117 Sunset Blvd. Hollywood 6265	Norman Morrell
	San Francisco	Russ Bldg. Sutter 2355	George Gage
Earle Ludgin Inc.	Chicago	121 W. Wacker Dr. Franklin 1762	Vincent R. Bliss Joseph Huston
Lunke-Ryan Adv.	Seattle	Jos. Vance Bldg. Main 7977	James R. Lunke Howard J. Ryan
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7182	W. B. Pritchard
W. D. Lyon Co.	Cedar Rapids	Bever Bldg. 3-2675	Margaret A. Gilbert W. D. Lyon
Lyon Agency	San Francisco	116 New Montgomery St. Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	321 West First St. Hemlock 3141	J. E. Romig
	Columbus	79 E. State St. Adams 7461	C. L. Jaycox Harrison Jaycox L. H. Brand

M

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Norman S. S. MacAfee	Philadelphia	Drexel Bldg. Lombard 7697	Norman S. S. MacAfee
MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-8244	W. W. Wetherbee
MacDonald-Potter	Chicago	230 N. Michigan Ave. Randolph 6969	Frederick Beelby A R. MacDonald
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7197	R. J. Rice J. J. Keith Frank A. South
MacFarland, Aveyard & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Evelyn Stark
MacGruder & Co.	Denver	Midland Savings Bldg. Cherry 4451	M. G. Grinspan
MacKenzie Inc.	Minneapolis	431 Clifton Ave. Bridgeport 7661	Eben MacKenzie
MacManus, John & Adams	Detroit	Fisher Bldg. Trinity 2-8300	Elmer W. Froelich
	Los Angeles	714 W. Olympic Blvd. Richmond 0191	F. A. Berend
	San Francisco	405 Montgomery St. Yukon 0740	Charles Dahle
F. V. Magera & Co.	South Bend, Ind.	1032 W. Indiana Ave. 4-4998	Joseph F. Claro
Maggart Adv. Agency	Chicago	333 N. Michigan Ave. Central 3861	M. E. Maggart
Katherine H. Mahool Adv.	Baltimore	12 E. Lexington St. Plaza 3617	Frank Katz
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd. Webster 2110	Maurice Cliffer Arthur M. Holland M. G. Holland
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1421	Harry Weinbaum Alfred Black Martin Kadis
T. J. Maloney Inc.	New York	122 E. 42d St. Murray Hill 4-0766	Mrs. Anne Gibbons
J. P. Mandel & Co.	Los Angeles	724 S. Flower St. Trinity 7664	J. P. Mandel
Mansfield Adv.	San Francisco	Russ Bldg. Garfield 7029	Hazel H. Mansfield
Lloyd Mansfield Co.	Buffalo	Dun Bldg. Washington 2762	Lloyd Mansfield

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WELI

NEW HAVEN COUNTY'S WELI OWN STATION! . . .

147,000 homes with a potential listening audience of 350,000 listeners.

A payroll of $150,000,000 received annually by this vast group of responsive listeners who are potential buyers of your product.

What a harvest the above figures represent! That is why WELI carries more local advertising consistently in the New Haven area than all other stations combined.

Well planned musical features, alert showmanship, and thoughtful consideration to local community service—these are the things that have made WELI the most talked of—and the most listened to station in the New Haven area.

It would be worth your while to get all the facts about WELI—it can do a big job for you as it is doing for others.

1000 WATTS DAY • 960 KILOCYCLES • 500 WATTS NIGHT

MUTUAL • YANKEE
and COLONIAL NETWORKS

National Representatives
WM. G. RAMBEAU COMPANY

WELI

Office and Studio: NEW HAVEN, CONNECTICUT
221 ORANGE STREET • TELEPHONE 8-1133

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M—(Continued)

Agency	City	Address — Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
D. S. Manson & Associates	Minneapolis	74 Glenwood Ave. Bridgeport 6228	D. P. Nathanson R. B. Mandell N. Connor
Manternach Inc.	Hartford, Conn.	170 High St. 2-2823	Bill Williams
Marschalk & Pratt	New York	535 Fifth Ave. Vanderbilt 6-2022	Curt Peterson George Trimble
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Harold Marshall Adv. Agency	New York	565 Fifth Ave. Plaza 3-0404	Harold Marshall
Martha's Adv. Service	Los Angeles	230 W. Seventh St. Vandike 4055	Jessie Day Martha Weisler
Arthur E. Martin Inc.	Chicago	307 N. Michigan Ave. Central 3263	Paul Jenkins
Martin-Frank	Detroit	Fox Theatre Bldg. Randolph 6220	E. G. Frank F. V. Martin
Gustav Marx Adv. Agency	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason	Detroit	David Stott Bldg. Cherry 1945	Charles A. Mason
Mason-Relkin Co.	New York	369 Lexington Ave. Ashland 4-3531	Roger B. Relkin
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7450	Wilfred S. King Fletcher Turner
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	T. W. Davis
Joseph Maxfield Co.	Providence R. I.	36 Exchange St. Gaspee 4456	Joseph M. Finkle
Maxon Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	H. G. Selby
	New York	570 Lexington Ave. Eldorado 5-2930	Ed Wilhelm
	Bridgeport, Conn.	1260 Boston Ave. 6-2177	W. Ray Baker
	Chicago	919 N. Michigan Ave. Delaware 3536	L. J. Sholty Sr.

THERE ARE

SALES

IN

SOUTHWESTERN SOUTHEASTERN

INDIANA AND ILLINOIS

"THE HEART OF AMERICA"

OIL WELLS, FERTILE FIELDS,
INDUSTRY
WITHIN THE
60 MILE RADIUS
OF

WAOV

THE SUN-COMMERCIAL STATION

VINCENNES
INDIANA

250 WATTS 1450 K.C.

National Representatives
GEORGE P. HOLLINGBERY CO.

M—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
May Adv. Inc.	Philadelphia	106 S. 16th St. Rittenhouse 7642	Francis McGinnis
Mayers Co.	Los Angeles	1240 S. Main St. Prospect 0101	Dean Simmons
Chas. H. Mayne Co.	Los Angeles	1709 W. Eighth St. Drexel 4363	Chas. H. Mayne Jack Gale
McCann-Erickson	New York	50 Rockefeller Plaza Circle 5-7000	John L. Anderson O. M. Schloss Wm. M. Spire Dorothy B. McCann
	Cleveland	Guardian Bldg. Cherry 3490	James Watt Jr.
	Atlanta	10 Pryor St. Main 1062	Robert H. Scott
	Chicago	910 S. Michigan Ave. Webster 3701	Earl G. Thomas James Shelby
	Detroit	Penobscot Bldg. Randolph 9710	Clyde Vortmann
	Denver	Patterson Bldg. Cherry 5518	J. S. Barrows
	Los Angeles	448 S. Hill St. Mutual 1181	A. J. Bruhn Burt Cochran Joan Cannon
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke H. Q. Hawes Phipps Rasmussen
Ray McCarthy Adv. Service	New York	10 Rockefeller Plaza Columbus 5-2050	George J. Webster
McCarty Co.	Los Angeles	1206 Maple Ave. Prospect 9132	Terrell T. McCarty H. E. Cassidy C. G. Davenport W. W. Mann
	San Francisco	116 New Montgomery St. Sutter 8224	W. H. Wilde
McCord Co.	Minneapolis	Hodgson Bldg. Bridgeport 1225	C. F. Baker E. Grove
McCormick Co.	Amarillo, Tex.	217 E. Seventh Ave. 5333	John R. Forkner
McDaniel-Fisher & Spelman	Akron, O.	First Central Tower Franklin 7108	A. C. Fisher
McElroy Adv. Agency	Los Angeles	1489 W. Washington Blvd. Prospect 2047	Edward J. McElroy
McGiveran-Child Co.	Chicago	936 N. Michigan Ave. Superior 3528	M. J. Klee
C. F. McIntyre & Associates	Detroit	Free Press Bldg. Cadillac 7212	C. F. McIntyre
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Gordon Best Sam Bartlett E. A. Trizil
McKee & Albright	Philadelphia	1400 S. Penn Sq. Locust 4737	E. R. Walmsley
	New York	RCA Bldg. Columbus 5-2058	J. A. MacFadden
	Hollywood	6253 Hollywood Blvd. Hollywood 8363	Dick Mack
McLain Organization	Philadelphia	12 S. 12th St. Walnut 1131	Ralph Sloan
R. J. A. McLaughlin & Associates	Washington, D. C.	Southern Bldg. Republic 1771	R. J. A. McLaughlin
Harry McMains, Adv.	Dallas	Dallas Natl. Bank Bldg. Central 4844	....
Philip J. Meany Co.	Los Angeles	816 W. Fifth St. Michigan 3601	Philip J. Meany Carl K. Tester Ray Clinton
Meermans Inc.	Cleveland	NBC Bldg. Cherry 2480	H. J. Meermans
Meldrum & Fewsmith	Cleveland	Republic Bldg. Cherry 4505	R. G. Simmons
Menken Adv. Inc.	New York	280 Madison Ave. Murray Hill 5-0570	Anna R. Belman
Yale Merrill Co.	Baltimore	Calvert Bldg. Lexington 0607	Yale Merrill Kay Merrill
Merrill Adv. Co.	Cincinnati	801 E. Third St. Cherry 3145	M. L. Levinson
Metropolitan Adv. Co.	New York	55 W. 44th St. Murray Hill 2-2220	H. Sloan
	Los Angeles	355 S. Broadway Michigan 0548	A. F. Nelson
Arthur Meyerhoff & Co.	Chicago	Wrigley Bldg. Delaware 7860	Nelson A. Shawn
	Milwaukee	759 N. Milwaukee Ave. Marquette 3144	George Grabin
	Los Angeles	530 W. Sixth St. Tucker 2607	George Taylor

M—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Mid-Town Adv. Agency	New York	57 W. 125th St. Lehigh 4-2910	Sol Prowler
Midwest Adv. Agency	Rockford, Ill.	313 W. State St. Main 1456	W. A. Pitschke
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6011	David Heer
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-3451	Allen G. Miller
C. L. Miller Co.	New York	521 Fifth Ave. Murray Hill 2-1010	Geo. V. Carhart
	Chicago	35 E. Wacker Drive Central 1640	Irving M. Tuteur
Harry M. Miller Inc.	Columbus	22 E. Gay St. Adams 7243	Harry M. Miller R. W. Testement
	Cincinnati	Enquirer Bldg. Cherry 1844	Robert M. Fleming
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George Hecker
M. Glen Miller Adv.	Chicago	8 S. Michigan Ave. Franklin 1310	Miss Marian A. Mackenzie M. Glen Miller
Ray Mills Adv. Agency	Auburn, Me.	108 Court St. Lewiston 190	Lanning Pike Ray Mills
Milne & Co.	Seattle	Exchange Bldg. Main 2136	R. P. Milne Jas. K. Heffernan
Mindlin Adv. Agency	Kansas City	Insurance Exc. Bldg. Victor 1950	David Mindlin V. Reed
Dan B. Miner Co.	Los Angeles	1151 S. Broadway Richmond 3101	Fred W. Meyer John B. Guedel
Mitchell Adv. Agency	Minneapolis	Essex Bldg. Main 5387	J. H. Mitchell Frank S. Conkey
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust Dorothy L. Parsons
Mithoff & White	El Paso	Martin Bldg. Main 4500	Dan T. White Jr. W. T. Mithoff
Modern Merchandising Bureau	New York	67 W. 44th St. Murray Hill 2-4949	Sol Waldman
Emil Mogul Co.	New York	250 W. 57th St. Columbus 5-2482	Emil Mogul
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	W. R. Moore George Hawkins
G. Church More & Co.	Los Angeles	117 W. Ninth St. Tucker 2458	C. Church More
Chester C. Moreland Co.	Cincinnati	Times-Star Bldg. Parkway 1178	T. H. Birch
Raymond R. Morgan Co. (See Goodkind, Joice & Morgan)	Hollywood	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Richard E. Messer John W. Nelson
R. A. Moritz Adv. Co.	Davenport, Ia.	Kahl Bldg. 2-3181	R. A. Moritz Sylvia Strum
H. C. Morris & Co.	New York	420 Lexington Ave. Lexington 2-8650	H. C. Morris Sherman Lurie
Hoyt Evans Morris	Detroit	Barlum Tower Cherry 6621	H. E. Morris
Morris & Davidson Adv.	Chicago	430 N. Michigan Ave. Superior 3933	Irving Rocklin
Morrison Adv. Agency	Milwaukee	1324 W. Wisconsin Ave. Marquette 5372	Marie M. Murray
Morse International	New York	122 E. 42d St. Lexington 2-6727	Richard Nicholls Mort Bassett
Moser & Cotins	Utica, N. Y.	10 Hopper St. 4-6141	T. E. Moser A. S. Cotins J. N. Brown
	New York	420 Lexington Ave. Mohawk 4-7187	C. Veronica Welch Herbert L. Steiner
Moss Associates	New York	415 Lexington Ave. Vanderbilt 6-1828	Hines Hatchette
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt Geo. A. Clauss
C. Wendel Muench & Co.	Chicago	520 N. Michigan Ave. Whitehall 7717	Charles T. Kerrigan
H. C. Mulberger Inc.	Milwaukee	411 E. Mason St. Daly 4358	Carl A. Toepfer Edward G. Ball
	Chicago	201 N. Wells St. Central 1874	A. R. Schulz
J. P. Muller & Co.	New York	229 W. 42d St. Longacre 3-2708	A. H. Lange
C. N. Mullican Co.	Louisville	Realty Bldg. Jackson 5834	C. N. Mullican
Mumm, Romer, Robbins & Pearson	Columbus, O.	33 N. Grant Ave. Main 1385	H. J. Nichols L. J. Sullivan
Willard G. Myers Adv. Agency	New York	RCA Bldg. Circle 7-3527	Willard G. Myers
Irvin Myerson Agency	Chicago	330 S. Wells St. Harrison 6828	Irvin P. Myerson

N

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Nachman-Rhodes	Augusta, Ga.	Marion Bldg. 3037	Herbert Nachman Henry D. Rhodes
	Charlotte, N. C.	Commercial Bank Bldg.	H. A. Deadwyler
Nascon & Bourne	New York	60 E. 42d St. Vanderbilt 6-1423	Severin Bourne
Wesley K. Nash Co.	St. Louis	Mart Bldg. Chestnut 4155	Dick Kunish
Needham, Louis & Brorby	Chicago	135 S. LaSalle St. State 5151	John Gordon
	Hollywood	1680 N. Vine St. Granit 7186	Cecil Underwood
Neff-Rogow	New York	30 Rockefeller Plaza Circle 7-4231	William Rogow Walter J. Neff
Walter K. Neill Inc.	Los Angeles	3445 W. Eighth St. Fairfax 1000	Walter Neill
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt M. Murphy M. C. Nesbitt
Newby, Peron & Flitcraft	Chicago	59 E. Van Buren St. Andover 3311	A. Herbert Peron A. Wesley Newby
Newell-Emmett Co.	New York	40 E. 34th St. Ashland 4-4900	William Reydel George Ogle D. B. Langan
Theodore A. Newhoff Adv. Agency	Baltimore	Calvert Bldg. Lexington 7155	T. A. Newhoff
N. J. Newman Adv. Agency	Los Angeles	724 S. Flower St. Trinity 7664	N. J. Newman
Robert S. Nichols Agency	Seattle	Lloyd Bldg. Elliott 7417	Robert S. Nichols Robert Hillis Evelyn Marble
Northwest Radio Adv. Corp.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Paul
Kelso Norman Organization	San Francisco	703 Market St. Douglas 2848	Kelso Norman Louis Layne
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 2-3508	M. Bradley Norton M. L. Norton
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Al. Taylor F. S. Webster George Tonsignant

Western Nebraska's
Dependable
Daytime Station

KGNF

Great Plains Broadcasting Co.
North Platte, Nebr.

1000 Watts • United Press News

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

O

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
O'Callaghan Adv. Agency	Memphis	U. P. Natl. Bank Bldg. 8-4212	Getz Crenshaw
O'Dea, Sheldon & Canaday	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ogden Adv.	Kalamazoo	1526 Evanston Ave. 4967	M. Dale Ogden
Ohio Adv. Agency	Cleveland	1740 E. 12th St. Prospect 7177	John V. Williams
P. F. O'Keefe Adv. Agency	Boston	199 Washington St. Capitol 6698	W. C. Sampson
Olian Adv. Co.	St. Louis	Boatmen's Bank Bldg. Central 8380	Frank Block Irwin A. Olian
Olmsted-Hewitt	Minneapolis	1200 Second Ave. Atlantic 0202	Gordon Daline John Foley
O'Malley Adv. & Selling Co.	Boston	44 School St. Capitol 0060	Charles D. O'Malley M. E. Kilbride
Merritt Owens Adv. Agency	Kansas City, Kan.	Commercial Natl. Bank Bldg. Drexel 7250	Merritt Owens

P

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Pacific Adv. Staff	Oakland, Cal.	414 13th St. Templebar 2885	Eric F. Dandy
Pacific National Adv. Agency	Seattle	605 Union St. Eliot 4884	Marjorie McPherson
	Portland, Ore.	Fenton Bldg. Atwater 4339	Harold Stone
Padco Inc.	St. Louis	3327 Lindell Blvd. Jefferson 1463	T. J. Connelly Paul D. Kranzberg M. Goell
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Tom Campbell
Harry J. Patz Co., Adv.	Baltimore	Munsey Bldg. Calvert 3887	Harry J. Patz

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Affiliated with Mutual-Don Lee Broadcasting System

P—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Paulson-Gerlach & Associates	Milwaukee	176 W. Wisconsin Ave. Marquette 6877	B. J. Paulson E. J. Schickel
Wilbur Payn Adv. Agency	Oklahoma City	Colcord Bldg. 7-2887	Wilbur N. Payn E. W. Wade
Payne Adv. Agency	San Antonio	Smith-Young Tower Garfield 6371	J. B. Payne
W. Montague Pearsall	New York	30 Vesey St. Cortland 7-3700	W. Montague Pearsall
Peck Adv. Agency	New York	400 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedlar & Ryan	New York	250 Park Ave. Plaza 5-1500	Lawrence L. Shenfield Tom Carson
J. W. Pepper Inc.	New York	1 E. 42d St. Murray Hill 2-4650	Stephen Girard
Perrin-Paus Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Pettingell & Fenton	New York	673 Fifth Ave. Plaza 5-1880	Fleur Fenton Atherton Pettingell
Harold Pettus Adv.	Corpus Christi, Tex.	Furman Bldg. 2-5621	Harold Pettus
Stanley Pflaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	J. A. Munfield W. B. Booth
Phillips Co.	San Diego, Cal.	604 National Bank Bldg. Franklin 2122	W. L. Phillips
Picard Adv. Inc.	New York	250 W. 57th St. Columbus 5-4121	Richard A. Picard
Piedmont Agency	New York	551 Fifth Ave. Murray Hill 2-0323	Alfred J. Simon
Pitluk Adv. Co.	San Antonio	Alamo National Bldg. Garfield 7268	Ben S. Lee J. N. Pitluk
Platt-Forbes	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt William S. Walker
Julian G. Pollock Co.	Philadelphia	1717 Sansom St. Locust 1686	Julian G. Pollock
Pollyea Adv.	Terre Haute, Ind.	670 Cherry St. Crawford 6707	Wm. Polje
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts Frank F. B. Houston E. A. Warner W. B. Hill
Potts-Turnbull Co.	Kansas City	912 Baltimore Ave. Victor 9400	G. F. MaGill B. G. Wasser
Edward M. Power Co.	Pittsburgh	Oliver Bldg. Atlantic 0827	W. S. Power G. E. Eisenhauer
John O. Powers Co.	New York	220 E. 42d St. Murray Hill 2-8766	Robert W. Powers
F. W. Prelle Co.	Hartford, Conn.	983 Main St. 7-1117	L. R. Schoenfeld
Presba, Fellers & Presba	Chicago	360 N. Michigan Ave. Central 7683	Bert S. Presba Will B. Presba Wm. E. Meredith V. N. Rinnman
Productive Adv. Agency	Los Angeles	6127 S. Western Ave. Pleasant 4111	W. H. Reuter
Richard Prosser	San Francisco	De Young Bldg. Sutter 6120	Richard Prosser
Purse Co.	Chattanooga	435 Chestnut St. 7-1264	....
Pursell & Sutton	Detroit	Park Ave. Bldg. Randolph 7121	Harold Pursell

Q

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen Alice E. Potter

R

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Radcliffe-Scott & Associates	Little Rock	Union Life Bldg. 2-2539	R. T. Scott Al Pollard
Radio Adv. Co.	Buffalo	Erie County Bank Bldg. Washington 2714	Robert P. Mendelson Anajeanne Brady
L. W. Ramsey Co.	Chicago	230 N. Michigan Ave. Franklin 8155	Fred Herendeen
	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel W. J. Henderson
	Fort Wayne, Ind.	406 E. Superior St. Anthony 9396	Frank Dunigan
Randall Co.	Hartford, Conn.	75 Pearl St. 7-8233	J. L. Baum
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	C. E. Foerster

R—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
William H. Rankin Co.	New York	9 Rockefeller Plaza Circle 6-3550	William H. Rankin Jr.
Ratcliffe Adv. Agency	Dallas	Continental Bldg. Central 8035	M. K. Ratcliffe D. P. Neal
Charles A. Rawson & Associates	Atlanta	Norris Bldg. Walnut 3594	Charles A. Rawson W. L. Blackmon
Ray-Hirsch Co.	New York	7 E. 42d St. Murray Hill 2-1412	Murray Hirsch
L. Raymond Co.	Los Angeles	1151 S. Broadway Prospect 3511	Larry Raymond
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Richard N. Gulick
	New York	6 E. 45th St. Vanderbilt 6-5924	J. S. Little
Realservice Adv. Agency	New York	110 W. 34th St. Pennsylvania 6-4411	J. T. Hanft
Redfield-Johnstone	New York	247 Park Ave. Plaza 3-6120	Norman Livingston
Redfield-Johnstone-McNevin	Philadelphia	1427 Chestnut St. Rittenhouse 8375	J. L. McNevin
Knox Reeves	Minneapolis	1st Natl. Bank Bldg. Bridgeport 7701	Lloyd Griffin Dr. A. R. Root Russell Neff Elizabeth Reeves B. N. Robinson Jr.
	New York	122 E. 42d St. Murray Hill 4-3982	....
Morgan Reichner & Co.	New York	400 Madison Ave. Wickersham 2-3100	Morgan S. Reichner
Reincke-Ellis-Younggreen & Finn	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams Hugo Vogel
Emil Reinhardt Agency	Oakland	1736 Franklin St. Templebar 2408	Emil Reinhardt Dave Lane
Reiss Adv.	New York	30 Rockefeller Plaza Columbus 5-7733	Ben Reiss
William B. Remington Inc.	Springfield, Mass.	196 Worthington St. 2-2135	H. F. King T. L. Hunt
Remsen Adv. Agency	New Haven	246 Meadow St. 8-1181	John R. Demarest
Renfro Valley Enterprises	Mt. Vernon, Ky.	....	John Lair
Rhodes & Davis Adv.	San Francisco	De Young Bldg. Exbrook 6468	Robert O. Davis
M. Evans Richmond Co.	Philadelphia	220 S. 16th St. Kingsley 1664	M. Evans Richmond
C. E. Rickerd Inc.	Detroit	Maccabees Bldg. Temple 1-3636	C. E. Rickerd
Ridgway Co.	St. Louis	1901 Locust St. Chestnut 6949	Norman Lewis A. Maescher Jr.
R. C. Riebel Adv. Agency	Louisville	Bankers Trust Bldg. Wabash 2760	R. C. Riebel
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	Ward A. Zimmer
Lee Ringer Adv.	Los Angeles	3923 W. Sixth St. Drexel 8131	Lee Ringer Thelma Francis
John H. Riordan Co.	Los Angeles	816 W. Fifth St. Michigan 8296	John H. Riordan Earl R. Culp
Philip Ritter Co.	New York	511 Fifth Ave. Murray Hill 2-3393	Philip Ritter Jr.
Dan Rivkin	Philadelphia	220 S. 16th St. Pennypacker 5766	Dan Rivkin
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
S. E. Roberts	Philadelphia	Lincoln-Liberty Bldg. Rittenhouse 6171	S. E. Roberts
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	A. J. MacAvinche
Roberts & Reimers	New York	551 Fifth Ave. Murray Hill 2-3175	Leon Kelley
Robertson Adv.	Denver	U. S. Natl. Bank Bldg. Keystone 4657	Mary A. Robertson Brian Elliott
Elwood J. Robinson Adv.	Los Angeles	541 S. Spring St. Mutual 1142	Melvin A. Jensen
Roche, Williams & Cunnyngham	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
Rogers & Smith Adv.	Chicago	20 N. Wacker Drive Dearborn 0021	Roland R. Blair
Rogers & Smith Adv.	Dallas	Wholesale Merchants Bldg. 7-1477	Howard N. Smith Connie Joan Connor
Rogers-Gano Adv. Agency of Texas	Houston	1st Natl. Bank Bldg. Fairfax 6301	Stephen R. Wilhelm Dale C. Rogers Jr.
Rogers, Gano & Bachrodt	Chicago	75 E. Wacker Drive Franklin 4883	J. C. Bachrodt
	Tulsa, Okla.	Natl. Bank of Tulsa Bldg. 2-2222	R. C. Gano

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer W. E. Pell J. S. Beattie
Root-Mandabach Adv. Agency	Chicago	646 N. Michigan Ave. Superior 8247	Perrin B. Root
Wm. Ganson Rose Inc.	Cleveland	Terminal Tower Prospect 6171	L. C. Brown T. H. Stevenson
Rose-Martin	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
W. B. Ross & Associates	Los Angeles	1909 Estrella Ave. Prospect 8600	W. B. Ross
Ross-Gould Co.	St. Louis	309 N. 10th St. Central 1646	Harry Meyer
Roth, Schenker & Bernhard	Chicago	737 N. Michigan Ave. Whitehall 6030	Harry Heilig Edgar Bernhard
Eugene F. Rouse & Co.	Los Angeles	816 W. Fifth St. Michigan 7384	Eugene F. Rouse David R. Fenwick
Rozene Adv. Co.	Bridgeport, Conn.	59 Cannon St. 6-1176	Jack Rozene Leon Rozene
Theodore Rozzell Adv. Agency	Clovis, N. M.	1321 Axtell St. 749-J	Theodore Rozzell
Charles L. Rumrill & Co.	Rochester	364 East Ave. Stone 592	G. G. Wallington J. Lawrence Kennedy
Robert C. Russell Inc.	Schenectady, N. Y.	152 Barrett St. 4-7837	R. C. Russell
Ruthrauff & Ryan	New York	405 Lexington Ave. Murray Hill 6-6400	C. Lawton Campbell Charles Ayres S. H. Bayles Herschel Williams Meritt Barnum Ted Fisher
	Chicago	360 N. Michigan Ave. Franklin 0485	Ros Metzger A. R. Callies
	Detroit	7430 Second Blvd. Madison 1980	N. J. Newton
	St. Louis	812 Olive St. Main 0128	Oscar Zahner
	Hollywood	1680 N. Vine St. Hillside 7593	Charles Perrine
	San Francisco	235 Montgomery St. Douglas 5822	Robert M. Watson
	Seattle	1216 Third Ave. Main 6227	F. G. Mullins
Lewis Edwin Ryan Inc.	Washington	726 Jackson Place, N. W. National 9643	Mahlon A. Glascock
Ryder & Ingram	Oakland, Cal.	337 17th St. Templebar 0363	Ross H. Ryder Robert L. Ingram

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Robert St. Clair Co.	Wilkes-Barre, Pa.	2d Natl. Bank Bldg. 4-1178	Arnott L. Jones
St. Georges & Keyes	New York	250 Park Ave. Plaza 3-6920	Victor Van der Linde
St. Paul Adv. Co.	St. Paul	100 Wabasha St. Riverside 1822	....
Arthur W. Sampson Co.	Boston	199 Washington St. Capitol 0131	Arthur W. Sampson
Sanitex Brush & Products Co.	Chicago	230 E. Ohio St. Superior 3574	Earl Janson Ed W. Zabel
Tom Sawyer Adv. Agency	Dallas	2600 Maple St. Central 5664	Beebe Sawyer Tom Sawyer
William A. Schautz Adv. Agency	New York	247 Park Ave. Plaza 5-1161	William A. Schautz
Scheck Adv. Agency	Newark	9 Clinton St. Market 2-0480	E. Grant Scheck
Scheel Adv. Agency	Cleveland	1740 East 12th St. Cherry 2644	C. W. Scheel
William N. Scheer Adv. Agency	Newark	24 Branford Place Market 3-4171	William N. Scheer Pearl Schapiro
Frederick C. Schnake Adv.	Milwaukee	757 N. Broadway Marquette 2804	F. C. Schnake
Scholts Adv. Service	Los Angeles	1201 W. Fourth St. Michigan 2396	T. D. Scholts Wm. G. Scholts
Schwab & Beatty	New York	1230 Sixth Ave. Circle 5-9090	R. W. Beatty James Schwenck
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1815	Norman Heyne John B. Davies Walter Schwimmer Robert J. Scott
Scott-Telander	Milwaukee	411 E. Mason St. Daly 1080	....
Edward L. Sedgwick Co.	Peoria, Ill.	Alliance Life Bldg. 6637	Edward L. Sedgwick
	Chicago	333 N. Michigan Ave. Franklin 0951	George W. Hughes

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Russel M. Seeds Co.	Chicago	Palmolive Bldg. Delaware 1046	H. J. Richardson Jr. Miss H. J. Rollinson Watson Humphreys
	New York	50 Rockefeller Plaza Circle 6-1382	George Bayard
	Hollywood	1680 N. Vine St. Granite 4185	Helen Woodman
Theodore H. Segall Adv. Agency	San Francisco	544 Market St. Sutter 6557	Frank Parke Wright
Roscoe W. Segar Adv. Agency	Portland, Ore.	2125 N. E. 48th Ave. Trinity 3445	Roscoe W. Segar D. D. Segar
Frederick Seid Adv.	San Francisco	127 Montgomery St. Garfield 0360	Sam P. Moore
Seidel Adv. Agency	Washington	American Bldg. National 8947	Robert Seidel
J. Albert Shaffer	Washington, D. C.	Evening Star Bldg. National 5252	J. Albert Shaffer
Shaffer, Brennan, Margulis Adv. Co.	St. Louis	4 N. Eighth St. Main 2579	Sam B. Margulis
Shapiro & Schoenbrod	Chicago	711 W. Lake St. Monroe 7900	A. F. Shapiro
Shaw Co.	Los Angeles	816 W. Fifth St. Mutual 5161	John B. Shaw
Shaw Adv. Agency	Denver	Railway Exchange Bldg. Cherry 2332	....
Louis E. Shecter Adv. Agency	Baltimore	Hearst Tower Bldg. Plaza 4089	J. L. Levin
J. William Sheets	Seattle	Central Bldg. Main 2442	J. William Sheets
K. E. Shepard Adv.	Chicago	435 N. Michigan Ave. Superior 2666-7	Frank E. McBride
Sherman & Marquette	Chicago	Palmolive Bldg. Delaware 8000	Richard Morenus Miss C. E. Bonnesen Evelyn M. Lyman
Short & Baum, Adv.	Portland, Ore.	718 W. Burnside St. Beacon 5153	Charles L. Baum
Sidener & Van Riper	Indianapolis	Circle Tower Riley 3541	Wm. F. Kegley
H. Chas. Sieck Inc.	Los Angeles	650 S. Grand Ave. Vandike 8651	Carleton H. Sieck
Charles Silver & Co.	Chicago	737 N. Michigan Ave. Superior 6625	B. R. Solomon
Silverman Adv. Co.	Chicago	236 N. Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds	Chicago	201 N. Wells St. Central 1166	Phil W. Tobias Claude Brewer Lee Hammett
Simon & Gwynn	Memphis	Commerce Title Bldg. 5-2404	Milton Simon H. N. Gwynn
Simons-Michelson Co.	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
Small & Seiffer	New York	24 W. 40th St. Wisconsin 7-8765	Marvin Small
Allen C. Smith Adv. Co.	Kansas City	20 W. Ninth St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Geo. W. Smith Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	George W. Smith
Robert Smith Adv. Agency	Portland, Ore.	610 Mead Bldg. Beacon 5281	Robt. Smith Cameron C. Stineman
	Los Angeles	704 S. Spring St. Vandike 5074	Mel Smith
Smith & Bull Adv.	Los Angeles	4354 W. Third St. Drexel 3263	Dick Smith Frank Bull
Smith & Drum	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith Harry C. Drum
	San Francisco	417 Montgomery St. Exbrook 6411	W. W. Drum
Smith, Taylor & Jenkins	Pittsburgh	323 Fourth Ave. Atlantic 9312	Ronald P. Taylor Frances M. Stewart
Cory Snow Inc.	Boston	755 Boylston St. Kenmore 2171	Ambrose Cray
Snow, Bates & Orme	Springfield, Mass.	95 State St. 6-3668	Galen Snow
Son de Regger & Brown Adv. Agency	Des Moines	Register & Tribune Bldg. 3-7155	Les Son de Regger
Sorenson & Co.	Chicago	Palmolive Bldg. Delaware 5030	Roy A. Sorensen Miss Muriel Wageman Miss Dorothy Samer
Southern Adv. Agency	Fort Worth	Dan Waggoner Bldg. 2-9073	C. H. Taber W. F. Rice
Sparrow Adv. Agency	Birmingham	Farley Bldg. 3-0287	J. Martin Smith Jr.
C. Jerry Spaulding Inc.	Worcester, Mass.	201 Commercial St. 3-4789	C. Jerry Spaulding
Raymond Spector Co.	New York	32 E. 57th St. Eldorado 5-1270	David D. Chrisman Dan Rodgers
Spector-Goodman Adv. Agency	Chicago	75 E. Wacker Drive Dearborn 7375	Sidney Spector
Rolfe C. Spinning Inc.	Detroit	Macabees Bldg. Columbia 0531	Rolfe C. Spinning
Spot Broadcasting Inc.	New York	303 W. 42d St. Circle 6-9375	Miss Helen A. Thomas
W. E. Sproat & Co.	Chicago	664 N. Michigan Ave. Superior 4845	Edmond Sheehan
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Natl. Bank Bldg. 3-1678	Carl B. Schoonmaker Urban H. Moss
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	E. R. Goble H. L. Hulsebus E. A. Goble James Jewell
	New York	400 Madison Ave. Plaza 3-7445	Harold Kemp
	San Francisco	Monadnock Bldg. Yukon 2486	James Houlihan
Staples & Staples	Richmond, Va	10 S. 10th St. 2-0210	Mrs. Mary B. Staples
Barton A. Stebbins, Adv.	Los Angeles	811 W. Seventh St. Trinity 8821	Barton A. Stebbins Arthur W. Gudelman Herb Polesie
Frank R. Steel Associates	Chicago	360 N. Michigan Ave. State 3188	Frank R. Steel
Steele Adv. Agency	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele
Steller-Millar Agency	Los Angeles	112 W. Ninth St. Mutual 4308	Otto A. Steller Helen V. Millar
Lou Sterling & Associates	N. Hollywood, Cal.	3914 Berry Drive Sunset 2-3877	Lou Sterling
Arthur R. Sternau	Philadelphia	1700 Sansom St. Rittenhouse 4187	Arthur R. Sternau
Sternfield-Godley	New York	280 Broadway Barclay 7-3030	Philip Scheft
Steurerman Adv. Agency	New York	205 E. 42d St. Caledonia 5-4334	Mrs. L. Steuerman
Fred D. Stevens Co.	Utica, N. Y.	14 Devereux St. 4-9339	Fred D. Stevens
Jewell F. Stevens Co.	Chicago	25 E. Jackson Blvd. Wabash 1441	James P. Poynton
Stevens & Wallis	Salt Lake City	36 Richards St. 5-5311	David W. Evans Stringham A. Stevens
	Ogden, Utah	First Natl. Bank Bldg. 4500	....
Stewart, Hanford & Casler	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
Stewart-Jordon Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Gary Bub
Stewart-Taylor Co.	Duluth, Minn.	326 W. Michigan St. Melrose 114	L. E. Marvin
Stockton, West, Burkhart	Cincinnati	1st Natl. Bank Bldg. Cherry 3517	R. S. West Eric W. Stockton Charles H. Butler
Stodel Adv. Co.	Los Angeles	411 W. Seventh St. Trinity 8577	Edward C. Stodel
Stone-Stevens-Howcott-Halsey	New Orleans	Whitney Bldg. Magnolia 1684	J. B. Simpson
Stoneton Adv. Agency	Hallowell, Me.	145 Water St. Augusta 1280	E. M. Everett C. E. Stevens
Charles M. Storm Co.	New York	50 E. 42d St. Murray Hill 6-2820	Edward Klein Allston E. Storm
Strang & Prosser Adv. Agency	Seattle	Smith Tower Eliot 1322	Grant Merrill
Strauchen & McKim Adv.	Cincinnati	C. of C. Bldg. Main 2245	Louis Schaefer
Street & Finney	New York	330 West 42d St. Bryant 9-2400	Kenneth Burton
Charles R. Stuart	San Francisco	625 Market St. Douglas 2438	Charles P. Johnson
Suedhoff & Co.	Fort Wayne, Ind.	Citizens Trust Bldg. Anthony 5421	Carl Suedhoff Oswald Ferber James Waikel

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
G. Lynn Sumner Co.	New York	285 Madison Ave. Caledonia 5-4103	E. R. Wood Lenore Beuhler
Swafford & Koehl	New York	341 Madison Ave. Murray Hill 6-8860	J. R. Landan
Sweeney & James	Cleveland	1501 Euclid Ave. Main 7142	John F. Sweeney
	Los Angeles	2525 Firestone Blvd. Jefferson 4019	M. R. Klitten
Elmer V. Swenson Co.	Chicago	1801 W. Bryon St. Buckingham 9601	H. V. Swenson Harvey E. Larsen
Swertfager & Hixon	New York	40 E. 49th St. Plaza 3-8760	Walter M. Swertfager Harold W. Hixon Jr.
Howard Swink Adv. Agency	Marion, O.	372 East Center St. 2492	Howard Swink
Syverson-Kelley	Spokane	Mohawk Bldg. Main 4311	A. H. Syverson C. R. Devine

T

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
J.D. Tarcher & Co.	New York	630 Fifth Ave. Circle 6-2626	William E. Larcombe
Sam Taubman Adv. Agency	Philadelphia	Lewis Tower 15th & Locust Sts. Rittenhouse 8674	Sam Taubman
Ray Taylor & Associates	Cleveland	1836 Euclid Ave. Main 4288	Ray Taylor
Henry H. Teplitz Adv.	Chicago	540 N. Michigan Ave. Delaware 4440	Henry H. Teplitz Earl Mills
Gerald F. Thomas Adv.	Fresno, Cal.	T. W. Patterson Bldg. 3-3183	G. F. Thomas George L. Thomas
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reber Linnea Nelson T. D. Luckenbill A. K. Spencer
	Chicago	410 N. Michigan Ave. Superior 0303	Buckingham Gunn Margaret Wylie
	Hollywood	1549 N. Vine St. Hillside 7241	Daniel Danker Jr.
	San Francisco	Shell Bldg. Garfield 3510	Helen McGrath
Thompson-Koch Co.	Cincinnati	32 W. Sixth St. Cherry 5221	W. S. Groom
Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6606	Norman W. Tolle
Tomaschke-Elliott	Oakland, Cal.	1624 Franklin St. Glencourt 4941	Wallace F. Elliott
Tomowske Adv. Agency	Spokane	Chronicle Bldg. Riverside 1159	Wm. T. Ogle J. Walter McLean Geo. S. Stevens
F.B. Tompkins & Assoc.	Syracuse	Heffernan Bldg. 2-8409	H. A. Taylor
Torrey & Torrey Adv.	Los Angeles	714 W. Olympic Blvd. Prospect 4131	John S. Torrey
Arthur Towell Inc.	Madison, Wis.	Commercial Bank Bldg. Fairchild 682	Arthur Towell
Townsend Adv. Service	Burlington, Vt.	203 College St. 2544	Charles E. Townsend George Daly
W.I. Tracy Inc.	New York	515 Madison Ave. Eldorado 5-4404	W. I. Tracy Frank S. Kent
Tracy-Locke-Dawson	Dallas	1307 Pacific Ave. 7-8655	Raymond P. Locke Monty Mann Morris Hite James Jeffries
	New York	22 E. 40th St. Ashland 4-1690	Milton Burgh H. R. Hendrick
Trades Adv. Agency	New York	480 Lexington Ave. Eldorado 5-1967	G. Walter Lindsey
Fletcher B. Trunk & Co.	Denver	Gas & Elec. Bldg. Tabor 3434	Fletcher B. Trunk Jerry C. Downer
Turner Adv. Agency	Chicago	520 N. Michigan Ave. Superior 2161	John K. Turner

U

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Fletcher S. Udall & Associates	San Francisco	243 Kearney St. Douglas 4215	Fletcher S. Udall
Roland G. E. Ullman	Philadelphia	1520 Locust St. Pennypacker 4521	Roland G. E. Ullman
United Adv. Agency	San Francisco	127 Montgomery St. Exbrook 2583	C. Rothblum
United Broadcasting Co.	Chicago	201 N. Wells St. Andover 1685	W. L. Klein Egmont Sonderling
United Service Adv.	Newark	972 Broad St. Market 3-4606	Louis London

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Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
United States Adv. Corp.	Toledo	240 Huron St. Main 8205	....
	Chicago	612 N. Michigan Ave. Delaware 4466	A. J. Engelhardt Lynn Werner
Universal Adv. Agency	Malden, Mass.	32 Union St. Malden 2925	Clarence E. Worthen
Unwin Adv. Agency	Detroit	5144 14th Ave. Tyler 6-5451	B. V. Unwin

V

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Van Auken-Ragland	Chicago	20 N. Wacker Drive Franklin 2910	B. F. Stevens K. L. Van Auken Chester A. Ragland
Van De Mark Adv. Inc.	Cincinnati	Times Star Tower Parkway 6660	Curtis W. Van de Mark
	Minneapolis	Lumber Exchange Bldg. Bridgeport 8574	Claude Efnor
Victor Van der Linde	New York	250 Park Ave. Plaza 3-6920	....
Van Sant, Dugdale & Co.	Baltimore	Court Square Bldg. Plaza 5280	G. M. Talbot
Vanden Co. Inc.	Chicago	620 N. Michigan Ave. Superior 9608	Geo. W. Vanden P. L. Littlewood Harry W. Sehl
Vanderbie & Rubens	Chicago	410 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens Frank G. Stein
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comstock H. H. Littell
Chas. E. Vautrain Associates	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain Norah E. Adamson
Vernick Adv. Agency	Philadelphia	219 S. Broad St. Pennypacker 8050	M. Murray Vernick
Video & Sound Enterprises	Omaha	Box 517 Atlantic 4200	Franklin O. Pease Arthur Brooks
	Kansas City	Fidelity Bldg. Grand 1144	....
Carlo Vinti Adv.	New York	431 Fifth Ave. Lexington 2-9477	Carlo Vinti
Irwin Vladimir & Co.	New York	570 Lexington Ave. Plaza 3-9640	Irwin Vladimir
Gordon Vlchek Adv. Agency	Cleveland	Rockefeller Bldg. Cherry 6540	Keith Frazine

●

A cosmopolitan audience
with metropolitan tastes

served by the only
station programmed
to fit this unique
self-contained market.

W J N O
"The Voice of the Palm Beaches"
West Palm Beach, Florida

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

W

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Louis E. Wade Inc.	Fort Wayne, Ind.	Paramount Bldg. Anthony 6282	M. E. Maxwell Clair A. Weidnaar
Wade Adv. Agency	Chicago	208 W. Washington St. State 7369	W. A. Wade E. N. Nelson
Wadsworth & Walker	New York	369 Lexington Ave. Caledonia 5-6100	Robert M. S. Walker
Hugo Wagenseil & Associates	Dayton	Talbott Realty Bldg. Hemlock 1151	G. Wagenseil
Carl C. Wakefield Adv. Agency	San Francisco	406 Montgomery St. Douglas 5407	Carl C. Wakefield
L. H. Waldron Adv. Agency	San Francisco	Monadnock Bldg. Douglas 4475	L. H. Waldron
Walker Adv. Agency	San Francisco	Russ Bldg. Sutter 8383	Shirley Walker
Walker & Downing	Pittsburgh	Oliver Bldg. Grant 1900	R. C. Woodruff H. A. McCoy Fred L. Newmeyer
Wallace-Lindeman	Grand Rapids, Mich.	Assn. of Commerce Bldg. 9-7214	Oliver A. Wallace
Ivar F. Wallin & Staff	Los Angeles	3806 Beverly Blvd. Federal 1118	I. F. Wallin
Wank & Wank	San Francisco	580 Market St. Garfield 2921	M. E. Wank
Warren-Ross Adv. Agency	New York	6 E. 45th St. Murray Hill 2-0093	Arthur S. Warren Ralph A. Rosenberg
Warwick & Legler	New York	230 Park Ave. Murray Hill 6-8585	Tevis Huhn
Watts, Payne Adv.	Tulsa	205 S. Cheyenne Ave. 3-8108	Oscar Payne Don Watts
Waxelbaum & Co.	New York	132 W. 43rd St. Pennsylvania 6-0043	Benjamin Waxelbaum
Tucker Wayne & Co.	Atlanta	10 Pryor St. Bldg. Walnut 6701	D. D. Connah C. C. Fuller
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Luther Weaver Elizabeth A. Watkins
Frank D. Webb Adv. Co.	Baltimore	10 W. Read St. Vernon 5671	Frank D. Webb
Webber Adv. Agency	Grand Rapids, Mich.	200 Division Ave. N 8-1537	C. Reid Webber
Charles A. Weeks Co.	New York	122 E. 42d St. Lexington 2-2408	Charles A. Weeks
John P. Weidenhamer & Associates	Harrisburg, Pa.	26 N. 18th St. 4-1808	John P. Weidenhamer Charles R. Condran
Armand S. Weill Co.	Buffalo	170 Franklin St. Washington 6250	Robert K. Weill
Milton Weinberg Adv. Co.	Los Angeles	325 W. Eighth St. Tucker 4111	Bernard Weinberg
Wm. H. Weintraub & Co.	New York	30 Rockefeller Plaza Circle 7-1188	Irving Auspitz
Weiss & Geller	Chicago	400 N. Michigan Ave. Delaware 1124	John Clayton
	New York	538 Fifth Ave. Murray Hill 2-4640	Sidney Alexander
Frank A. Wellman	Philadelphia	1631 Chestnut St. Rittenhouse 6576	Frank A. Wellman
Jack Wemple Adv.	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
L. W. Wendt Co.	Great Falls, Mont.	Strain Bldg. 4842	H. I. Pierce Z. M. Hay
Wendt Adv. Agency	Toledo	Spitzer Bldg. Adams 4713	H. F. Wendt
Edward L. Wertheim Adv. Agency	New York	151 W. 40th St. Wisconsin 7-5978	Edward L. Wertheim Anita Grannis
Wesley Associates	New York	347 Madison Ave. Murray Hill 6-7077	Harry Weiner
West-Marquis Inc.	Los Angeles	816 W. Fifth St. Madison 7758	H. H. Marquis
Westco Adv. Agency	San Francisco	625 Market St. Sutter 6744	R. W. Stafford
Western Adv. Agency	Racine, Wis.	610 Wisconsin Ave. Jackson 974	T. J. Brokaw Charles Dilday
	Chicago	35 E. Wacker Drive Central 7565	J. R. McCue
Western Adv. Co.	San Diego, Cal.	1202 Kettner Blvd. Main 9545	Royal B. Lee
	Los Angeles	719 S. Flower St. Trinity 1455	Roy Campbell Jr. Harriet W. Kelly Ray Irvin
	New York	132 W. 43d St. Bryant 9-5254	Walter W. Wiley
Westheimer & Co.	St. Louis	315 N. Seventh St. Garfield 4080	Samuel Westheimer

W—(Continued)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Weston-Barnett	Waterloo, Ia.	Arts & Crafts Bldg. 766	Wells H. Barnett Phillips Taylor A. C. Barnett
	Chicago	520 Michigan Ave. Whitehall 7725	A. C. Barnett
Tom Westwood Adv. Agency	Los Angeles	416 W. Eighth St. Vandike 6570	Tom Westwood
Frank E. Whalen Adv. Co.	Kansas City	21 W. 10th St. Victor 7200	Frank E. Whalen
Ward Wheelock Co.	Philadelphia	Lincoln-Liberty Bldg. Rittenhouse 7500	C. M. Rohrabaugh
	New York	444 Madison Ave. Plaza 3-7120	Diana Bourbon
	Hollywood	6253 Hollywood Blvd. Hillside 0191	Mary Garvin
Whipple & Black Adv. Co.	Detroit	Fox Theatre Bldg. Cadillac 1986	E. W. Beatty
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	E. S. Whitten
Alvin Wilder Adv.	Los Angeles	542 S. Broadway Vandike 9853	Alvin E. Wilder
Mac Wilkins & Cole	Portland, Ore.	Corbett Bldg. Broadway 6401	J. S. Lynch
	Seattle, Wash.	Corbett Bldg. Elliott 1335	....
Joseph A. Wilner Co.	Baltimore	Hearst Tower Bldg. Plaza 2156	....
Wilson & Haight	Hartford, Conn.	410 Asylum St. 2-3200	Howard C. Wilson Jesse J. Haight
N. A. Winter Adv. Agency	Des Moines	Paramount Bldg. 4-9154	N. A. Winter Walter J. Hughes Jr.
William B. Wisdom Inc.	New Orleans	American Bank Bldg. Raymond 0111	William B. Wisdom
Ed Wolff & Associates	Rochester, N. Y.	Taylor Bldg. Stone 191	Alfred G. Scheible Henrietta S. Feeser Ed Wolff
Ralph L. Wolfe & Associates	Detroit	Kales Bldg. Cadillac 1865	Ralph L. Wolfe
Hugh Woods Adv. Agency	Los Angeles	8760 Beverly Blvd. Bradshaw 2-4474	Hugh Woods
Wood, Brown & Wood	Boston	209 Washington St. Capital 1850	Martha Ayers
Wooley & Hunter	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 West 42d St. Longacre 5-4500	Emil M. Scholz Bryce Oliver
W. L. Wright Adv. Agency	Rochester	82 St. Paul St. Main 6452	W. L. Wright
Burton E. Wyatt & Co.	Atlanta	Rhodes Bldg. Main 1121	Burton E. Wyatt

Y

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Yankee Writing Service	Guilford, Conn.	74 Water St. 346	Byron H. Clark
	New Haven	11 Whitney Ave. 7-1191	Byron H. Clark
Yoemans & Foote	San Francisco	1200 Van Ness Ave. Ordway 4494	A. Klein
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5845	L. H. Neiphin
Robt. B. Young Adv. Agency	San Francisco	625 Market St. Sutter 5411	Robt. B. Young
Young & Rubicam	New York	285 Madison Ave. Ashland 4-8400	T. F. Harrington Carlos Franco Thomas Lewis Frank Coulter John Kucera Kay Brown Frederick W. Wile Jr. Frank Silvernail
	Chicago	333 N. Michigan Ave. Central 9389	A. E. Tatham
	Hollywood, Cal.	6253 Hollywood Blvd. Hollywood 2734	Tome Lewis
	San Francisco	Russ Bldg. Exbrook 4126	Robbins Milbank
	Detroit	7430 Second Blvd. Madison 4300	John R. McAlpine
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	H. B. Allen

Z

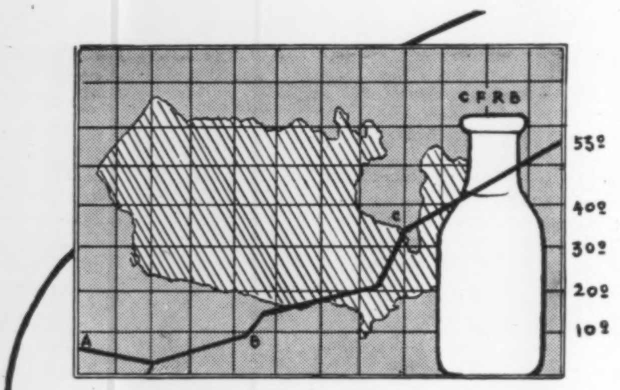
Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Julius F. Zederman	San Francisco	Hearst Bldg. Exbrook 2957	Julius F. Zederman
Zimmer Adv. Agency	Louisville	Starks Bldg. Jackson 3051	Gertrude Hardeman Ralph Leach
Zimmer-Keller	Detroit	Stroh Bldg. Cadillac 9151	H. R. Klein

Directory of
Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Ardiel Adv. Agency	Toronto 2, Ont.	371 Bay St. Adelaide 4994	J. W. Nichols
	Oakville, Ont.	 1016	W. A. Chant
	Hamilton, Ont.	37 James St. S. 2-8524	F. P. Westaway
Atherton & Currier	Toronto, Ont.	100 Adelaide St. W. Adelaide 5418	O. F. Burkart
Baker Adv. Agency	Toronto, Ont.	522 University Ave. Adelaide 5315	J. F. Horler
Benwell-Atkins	Vancouver, B. C.	413 Granville St. Seymour 2361	....
Broadcast Programs	Calgary, Alta.	2d Ave. at 6th St. W. M 7373	....
Canadian Adv. Agency	Montreal, Que.	Sun Life Bldg. Plateau 8046	L. E. Schofield
	Toronto, Ont.	69 Yonge St. Adelaide 3051	R. W. Ashcroft
	Kelowna, B. C.	 604	MacCrae J. Cooper
Clarke Adv. Service	Victoria, B. C.	625 Fort Empire 9613	A. V. Clarke
Cockfield-Brown & Co.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	King Whyte
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin L. C. Chitty
	Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	Peter Downes
	Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender
	Windsor, Ont.	407 Canada Bldg. 3-4977	S. T. Gill
D'Arcy Adv. Co.	Toronto, Ont.	90 Broadview Gladstone 4651	G. P. Altenbernd
A. J. Denne & Co.	Toronto 2, Ont.	90 King St. W. Elgin 3444	Miss F. M. Wright
	Montreal, Que.	Confederation Life Bldg. Lancaster 8214	D. Frank Tees
Desbarats Adv. Agency	Montreal, Que.	480 Lagauchetierre W. Plateau 5025	E. Desbarats
Dickson & Ford	Toronto 5, Ont.	37 Bloor St. W. Randolph 1488	Roy W. Dickson A. Edington Miss Thelma Barrett
Ellis Adv. Co.	Toronto 2, Ont.	197 Bay St. Adelaide 6101	J. W. Culliner A. A. Muter
Ferres Adv. Service	Hamilton, Ont.	16 James St. S. 7-3895	E. Ferris
Financial Adv. Co. of Canada	Montreal, Que.	651 Craig St. W. Lancaster 2138	Sam Ghent
	Toronto 2, Ont.	226 Bay St. Elgin 7204	David Jackson
James Fisher Co.	Toronto, Ont.	204 Richmond St. W. Waverley 8091	T. E. Rackstraw
	Montreal, Que.	Confederation Bldg. Lancaster 1205	John C. Walsh
Harry E. Foster Agencies	Toronto, Ont.	King Edward Hotel Elgin 2134	Harry E. Foster
Frontenac Broadcasting Co.	Toronto 2, Ont.	394 Bay St. Elgin 4553	A. R. Robertson
General Broadcasting Co.	Montreal, Que.	1425 Dorchester St. W. Plateau 7666	....
J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	J. J. Gibbons W. H. Reeves
	Montreal, Que.	Dominion Square Bldg. Harbour 6207	H. M. Reid
	Vancouver, B. C.	Province Bldg. Pacific 0157	Leander Manley
	Edmonton, Alb.	Agency Bldg. 27-512	J. H. Fulton
	Calgary, Alb.	Lancaster Bldg. M 5437	R. G. Smith
	Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson
	Winnipeg, Man.	Scott Bldg. 97-373	G. E. Hunter
Gourlay Adv. Agency	Vancouver, B. C.	207 W. Hastings Trinity 3855	S. B. Gourlay
F. H. Hayhurst Co.	Toronto, Ont.	38 King St. W. Adelaide 7418	G. F. Hayhurst
	Montreal, Que.	1405 Peel St. Belair 3666	E. A. Goodeve
L. J. Heagerty & Assoc.	Toronto 2, Ont.	McKinnon Bldg. Adelaide 0366	L. J. Heagerty
Roy A. Hunter	Vancouver, B. C.	839 Cambie Pacific 5824	....
J. E. Huot	Montreal, Que.	353 St. Nicolas Plateau 9539	J. E. Huot
Hutchins Adv. Co. of Canada	Toronto, Ont.	330 Bay St. Waverley 6151	John Bennett
Industrial Adv. Agency	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. 2-1155	R. T. Kelley
	Montreal, Que.	480 Lagauchetierre W. Plateau 5025	....
Kenyon & Eckhardt	Montreal, Que.	Sun Life Bldg. Plateau 9939	....
Locke, Johnson & Co. Ltd.	Toronto	Harbour Com. Bldg. Elgin 6271	Crawford U. Hall
Lord & Thomas of Canada	Toronto 2, Ont.	19 Richmond St. W. Waverley 1151	G. F. Mills J. W. Spitzer Norma Storey
	Montreal, Que.	Dominion Sq. Bldg. Plateau 7924	W. G. Power
Harold C. Lowrey	Toronto 2, Ont.	4 Richmond St. E. Waverley 4050,	Harold C. Lowrey
MacKay & Savary Adv. Service	Calgary, Alta.	Union Bldg. M 4560	M. H. MacKay
MacLaren Adv. Co.	Toronto 2, Ont.	372 Bay St. Elgin 0321	M. Rosenfeld C. M. Pasmore
	Calgary, Alb.	Canada Life Bldg. M 5424	Thos. Meade
	Montreal, Que.	Dominion Square Bldg. Plateau 9556	E. H. H. Smith
	Vancouver, B. C.	Province Bldg. Marine 6268	E. G. Stephens
	Winnipeg, Man.	Lindsay Bldg. 26-622	Walter Henderson
	Regina, Sask.	200 Leader Bldg. 6-886	R. Wilson
	London, S. W. 1, England	2 Cockspur St. Abbey 2377	W. G. Abel
McConnell & Eastman	London, Ont.	Huron & Erie Bldg. Metcalf 544	T. H. Yull
	Toronto 2, Ont.	254 Bay St. Adelaide 7004	E. Gould
	Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	Keith Cromby
	Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
	Vancouver	475 Howe St. Marine 2161	Ivan Denton
A. McKim Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 5192	W. T. Brace
	Toronto, Ont.	320 Bay St. Elgin 5351	Don Bassett
	Winnipeg, Man.	Electric Railway Chambers 97-627	A. A. Brown
	Vancouver, B. C.	Province Bldg. Marine 3926	H. S. Watson
	London, W. C. 2, England	376 Strand Templebar 5875	H. Suffell
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	21 Dundas Square Adelaide 0181	Ken Soble
	Montreal, Que.	Drummond Bldg. Harbour 5838	Frank Starr

(*Continued on page 304*)

The cream is always at the top!



If you want to reach the cream of the CANADIAN market, you start with Ontario, the richest of Canada's nine provinces. Ontario has 29% of Canada's population and over 36% of the buying power! If you want to reach the cream of the ONTARIO market, you *start with CFRB*, Toronto, the station that has proven itself to be first choice among a potential audience of 3,000,000 listeners.

Get this fact!

IN THE MOST RECENT OF THE SURVEYS PERIODICALLY CONDUCTED ON BEHALF OF CFRB AND INVOLVING PERSONAL INTERVIEWS, 53.4% OF THE INTERVIEWEES NAMED CFRB AS THEIR FAVOURITE STATION! *IN FACT, CFRB LED THE RUNNER-UP BY ALMOST 2 to 1!*

CFRB, Toronto, is now in its 14th year of continuous operation. . . before *you* place your advertising in Ontario, Canada's 2½ *billion* dollar market, get *all* the facts concerning CFRB—the key to Ontario sales!

CFRB

TORONTO

THE KEY TO ONTARIO SALES

Advertising Representatives in U. S. A.
Joseph Hershey McGillvra

New York • San Francisco • Chicago
Los Angeles • Boston • Atlanta

CANADIAN AGENCIES

(Continued from Page 303)

Agency	City	Address Telephone Number	Radio Director Chief Timebuyer Other Radio Executives
Norris-Patterson Ltd.	Toronto, Ont.	105 Bond St. Elgin 8461	W. F. Ralph
	Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
	Ottawa, Ont.	Journal Bldg. 2-0997	Leonard McKinley
	Edmonton, Alb.	11431 65th St. 71-791	E. H. Stutchbury
	Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Vancouver, B. C.	Province Bldg. Pacific 8920	W. D. M. Patterson
	Winnipeg, Man.	Cutty Bldg. 96-321	E. P. Thompson
Wm. Orr & Co.	Toronto, Ont.	Metropolitan Bldg. Waverley 0306	Wm. Orr
Thornton Purkis	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis Miss G. Race
	Montreal, Que.	Confederation Bldg. Lancaster 8214	D. Frank Tees
Edward W. Reynolds & Co.	Toronto 2, Ont.	Yardley House Waverley 6157	Ed. W. Reynolds
Richardson & McDonald Adv. Agency	Toronto 2, Ont.	71 Richmond St. W. Adelaide 6218	Frank Dennis
	Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson
Ronalds Adv. Agency	Montreal, Que.	Keefer Bldg. Plateau 4803	E. M. Putnum
	Toronto, Ont.	New Wellington Bldg. Adelaide 0237	R. J. Avery
R. C. Smith & Son	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare
Stanfield & Blaikie Ltd.	Montreal, Que.	Dominion Square Bldg. Plateau 9777	P. Greenberg
	Toronto, Ont.	51 King St. West Adelaide 2301	D. Marshall
	Vancouver, B. C.	675 W. Hastings St. Pacific 8031	V. Irons
Stevenson & Scott	Montreal, Que.	660 St. Catherines St. W. Harbour 4131	F. E. Scott
	Toronto, Ont.	100 Adelaide St. W. Adelaide 1166	F. W. Hunt
Stewart-McIntosh	Vancouver, B. C.	198 W. Hastings Pacific 3531	....
	Calgary, Alta.	Southern Bldg. M 1432	R. H. Geary
	Victoria, B. C.	Bank of Nova Scotia Bldg.	Ernest Evans
Tandy Adv. Agency	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. J. Murray J. P. Hamilton
	Calgary, Alta.	Union Bldg. M 4560	M. H. MacKay
J. Walter Thompson Co.	Montreal, Que.	Dominion Square Bldg. Marquette 7794	J. E. McDougall
	Toronto 2, Ont.	80 Richmond St. W. Waverley 2648	A. F. Head Miss P. Sivell
United Transcribed System	Toronto, Ont.	14 McCaul St. Adelaide 5112	John Part
Vickers & Benson	Montreal, Que.	Keefer Bldg. Plateau 5051	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverley 1603	D. F. Benson
Wallace Adv.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
Walsh Adv. Co.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
	Toronto 2, Ont.	80 Richmond St. W. Adelaide 3055	Don Henshaw
Whitehall Broadcasting Ltd.	Montreal, Que.	Dominion Square Bldg. Lancaster 6500	W. Vic George
Young & Rubicam	Montreal, Que.	University Tower Plateau 4691	L. Arbuthnot L. B. Slocum
	Toronto 2, Ont.	80 King St. W. Elgin 5347	S. B. Smith

Allocations of Call Letters to Countries

According to Section 1, Article 14, of the International Radio Conference at Cairo, 1938
As Annexed to International Telecommunications Convention of Madrid, 1932

COUNTRY	CALL SIGNAL
Chile	CAA-CEZ
Canada	CFA-CKZ
Cuba	CLA-CMZ
Morocco	CNA-CNZ
Cuba	COA-COZ
Bolivia	CPA-CPZ
Portuguese Colonies	CQA-CRZ
Portugal	CSA-CUZ
Uruguay	CVA-CXZ
Canada	CYZ-CZZ
Germany	D
Spain	EAA-EHZ
Irish Free State	EIA-EJZ
Japan	EKA-EKZ
Republic of Liberia	ELA-ELZ
Japan	EMA-EOZ
Iran (Persia)	EPA-EQZ
Japan	ERA-ERZ
Estonia	ESA-ESZ
Ethiopia	ETA-ETZ
Japan	EUA-EYZ
Germany	EZA-EZZ
France and Colonies	F
Great Britain	G
Hungary	HAA-HAZ
Switzerland	HBA-HBZ
Ecuador	HCA-HDZ
Switzerland	HEA-HEZ
Poland	HFA-HFZ
Japan	HGA-HGZ
Republic of Haiti	HHA-HHZ
Dominican Republic	HIA-HIZ
Republic of Colombia	HJA-HKZ
Japan	HLA-HMZ
Iraq	HNA-HNZ
Republic of Panama	HOA-HPZ
Republic of Honduras	HQA-HRZ
Siam	HSA-HSZ
Nicaragua	HTA-HTZ
El Salvador	HUA-HUZ
Vatican City State	HVA-HVZ
France and Colonies	HWA-HYZ
Kingdom of Saudi Arabia (Hedjaz)	HZA-HZZ
Italy and Colonies	I
Japan	J
United States of America	K
Norway	LAA-LNZ
Republic of Argentina	LOA-LWZ
Luxembourg	LXA-LXZ
Lithuania	LYA-LYZ
Bulgaria	LZA-LZZ
Great Britain	M
United States of America	N
Peru	OAA-OCZ
Syria and Lebanon	ODA-ODZ
Austria	OEA-OEZ
Finland	OFA-OJZ
Czechoslovakia	OKA-OMZ
Belgium and Colonies	ONA-OTZ
Denmark	OUA-OZZ
Netherlands	PAA-PIZ
Curacao	PJA-PJZ
Dutch East Indies	PKA-POZ
Brazil	PPA-PYZ
Surinam	PZA-PZZ
(Abbreviations)	Q
Union of Socialist Soviet Republics	R
Sweden	SAA-SMZ
Poland	SNA-SRZ
Egypt	SSA-SUZ
Greece	SVA-SZZ
Turkey	TAA-TCZ
Guatemala	TDA-TDZ
Costa Rica	TEA-TEZ
Iceland	TFA-TFZ
Guatemala	TGA-TGZ
Franee and Colonies	THA-THZ
Costa Rica	TIA-TIZ
France and Colonies	TJA-TZZ
Union of Socialist Soviet Republics	U
Canada	VAA-VGZ
Australian Commonwealth	VHA-VNZ
Newfoundland	VOA-VOZ
British Colonies	VPA-VSZ
British India	VTA-VWZ
Canada	VXA-VYZ
Australia	VZA-VZZ
United States of America	W
Mexico	XAA-XFZ
China	XGA-XUZ
France and Colonies	XVA-XWZ
Portuguese Colonies	XXA-XXZ
British India (Burma)	XYA-XZZ
Afghanistan	XYA-XZZ
Dutch East Indies	YAA-YAZ
Iraq	YBA-YHZ
New Hebrides	YIA-YIZ
Union of Socialist Soviet Republics	YJA-YJZ YKA-YKZ
Latvia	YLA-YLZ
Free City of Danzig	YMA-YMZ
Nicaragua	YNA-YNZ
Rumania	YOA-YRZ
El Salvador	YSA-YSZ
Yugoslavia	YTA-YUZ
Venezuela	YVA-YWZ
Union of Socialist Soviet Republics	YXA-YZZ
Albania	ZAA-ZAZ
British Colonies	ZBA-ZJZ
New Zealand	ZKA-ZMZ
British Colonies	ZNA-ZOZ
Paraguay	ZPA-ZPZ
British Colonies	ZQA-ZQZ
Union of South Africa	ZRA-ZUZ
Brazil	ZVA-ZZZ

In WINNIPEG
Canada
Spot your Programme on
CJRC
Manitoba's Friendly Station
High Spot on the dial in this important Canadian market centre
Exclusive Representatives
ALL CANADA
ALL-CANADA RADIO FACILITIES Limited
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER
IN U.S.A.: WEED AND COMPANY

In CANADA — It's the 'All-Canada' Stations

B.C.
ALTA.
SASK.
MAN.

Lasso the Western Markets with 'ALL-CANADA' Stations
In the Canadian West, every one of the 'All-Canada' stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the 'All-Canada' stations to carry your advertising to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.
THE ALL-CANADA 'WESTERN GROUP'
British Columbia
Trail ________ CJAT
Kelowna ________ CKOV
Vancouver ________ CKWX
Kamloops ________ CFJC
Victoria ________ CJVI
Alberta
Calgary ________ CFAC
Edmonton ________ CJCA
Grande Prairie ________ CFGP
Lethbridge ________ CJOC
Saskatchewan
Moose Jaw ________ CHAB
Prince Albert ________ CKBI
Regina ________ CKCK
Manitoba
Winnipeg ________ CJRC
ALL-CANADA
Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited

COLUMBIA BROADCASTING SYSTEM: EXECUTIVES and STAFF

485 Madison Ave., New York City
Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin
J. A. W. Iglehart
Paul W. Kesten
Edward Klauber
Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope
Malin Craig

OWNED AND OPERATED STATIONS

WABC	New York City	WJSV	Washington
WBBM	Chicago	KMOX	St. Louis
WBT	Charlotte, N. C.	KNX	Los Angeles
WCCO	Minneapolis	WEEI	Boston (Leased)

OFFICERS

William S. Paley, *President*
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W. B. Lewis, *Vice President in Charge of Broadcasts* (on leave)
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Harry C. Butcher, *Vice President, Washington*
D. W. Thornburgh, *Vice President, Los Angeles*
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Arthur S. Padgett, *Auditor*

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Donald I. Ball, *Assistant Commercial Editor*
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C. R. Jacobs, *Manager of Construction Operations*

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Terig Tucci, *Director of Music for Latin American Programs*
Roberto Unanue, *Latin American News Editor*
Arthur Perles, *Director of Publicity for Latin American Network*
John Edwards, *Short Wave News Editor*

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Edward Downes, *Assistant to Frequency Modulation Program Manager*

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Joseph Gratz, *Assistant Director in Charge of Light Music*

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Julius Mattfeld, *Director of Music Library*

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James F. Burke, *Assistant Manager*

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Albert R. Perkins, *Assistant Director*

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Leon Levine, *Assistant Director of Educational Programs*
Helen Sioussat, *Assistant Director of Talks*

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I. S. Becker, *Assistant to Vice President in Charge of Operations*
Leroy Passman, *Assistant Director of Program Operations*
Harriet Hess, *Supervisor of Program Typing Division*
Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*
A. H. Peterson, *Traffic Manager*

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Hal Rorke, *Assistant Director of Publicity*
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Ralph J. Gleason, *Trade News Editor*
Thomas Flanagan, *Magazine and Story Editor*

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Howard Meighan, *Eastern Sales Manager, New York*
Henry M. Jackson, *Western Sales Manager, Chicago*
Wayne Steffner, *Account Executive, San Francisco*
Roger K. Huston, *Representative, Los Angeles*
Royal E. Penny, *Representative Charlotte, N. C.*
Carter Ringlet, *Representative, St. Louis*

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John K. Churchill, *Chief Statistician of Research Department*
George Mateyo, *Assistant to Director of Research*
Oscar Katz, *Supervisor of Statistical Records*
William C. Ackerman, *Director of CBS Reference Library*

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Frank Stanton, *Acting Director of Sales Promotion*
John Fistere, *Copy Chief*
John Fox, *Assistant to Director of Sales Promotion*
Thomas D. Connolly, *Director of Program Promotion*
George R. Dunham, *Supervisor of Promotion for Owned and Operated Stations*

Station Relations Department

H. V. Akerberg, *Vice President in Charge of Station Relations*
J. G. Gude, *Station Relations Manager*
Jerome Sill, *Manager of Station Service*

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Adrian Murphy, *Executive Director of Television*
Gilbert Seldes, *Director of Television Programs*
Leonard H. Hole, *Manager of Television Operations*
Dr. Peter Goldmark, *Chief Television Engineer*

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James M. Seward, *Assistant Treasurer*
Samuel R. Dean, *Assistant Treasurer*
Arthur S. Padgett, *Auditor*
W. J. Flynn, *Chief Accountant*
John E. Forsander, *Purchasing Agent*
Albert H. Bryant, *Manager of Mail, File and Mimeograph Division*

NEW YORK CITY

WABC, 485 Madison Avenue

Arthur Hull Hayes, *Sales Manager*
George W. Allen, *Program Director*
Henry Grossman, *Eastern Division Operations Engineer and Chief Engineer of WABC*
Jules Dundes, *Sales Promotion Manager*

CHICAGO

WBBM, 410 North Michigan Avenue

H. Leslie Atlass, *Vice President*
J. L. Van Volkenburg, *Assistant to Vice President*
L. F. Erikson, *Western Sales Manager*
Walter Preston, *Acting Program Director*
Frank B. Falknor, *Central Division Operations Engineer and Chief Engineer of WBBM*
J. V. McLoughlin, *Accountant and Office Manager*
James Kane, *Director of Publicity*
Stuart Dawson, *Assistant Program Director*
Urban Johnson, *Chief Sound Technician*
J. Oren Weaver, *News Editor*
King Park, *Sales Promotion Manager*

WASHINGTON

WJSV, 817 Earle Building

Harry C. Butcher, *Vice President*
Paul A. Porter, *Attorney*
A. D. Willard Jr., *Station Manager*
William D. Murdock, *Sales Manager*
Lloyd W. Dennis Jr., *Program Director*
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Accountant*
John Heiney, *Sales Promotion Manager*
Paul Glynn, *Publicity Director*
Ann Gillis, *Director of Public Events*

MINNEAPOLIS

WCCO, 625 Second Avenue, South

Earl H. Gammons, *Station Manager*
Thomas H. Dawson, *Sales Manager*
H. S. McCartney, *Chief Engineer*
Emmett J. Heerdt, *Accountant*
Sam H. Kaufman, *Sales Promotion Manager*
Alvin Sheehan, *Director of Program Operations*

ST. LOUIS

KMOX, Mart Building

Merle S. Jones, *Station Manager*
Arthur Casey, *Assistant to Station Manager*
James S. Johnson, *Sales Manager*
C. C. Renier, *Program Director*
Harry Harvey, *Chief Engineer*
Jerry Hoekstra, *Public Events and Publicity Director*
Robert F. DeVoe, *Accountant*
Carter Ringlet, *Representative Radio Sales, St. Louis*

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Los Angeles Office—KNX, Columbia Square

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George L. Moskovics, *Director of Sales Promotion*
Charles D. Ryder Jr., *Accountant*
Lester Bowman, *Western Division Operations Engineer and Chief Engineer of KNX*
Clinton Jones, *News Editor*
Charles Vanda, *Western Director of Programs*
Fox Case, *Director of Special Features and Public Events*
William E. Forbes, *Servicing Network Programs*
Russ Johnston, *Program Manager*
Ben Paley, *Production Manager*
Harry W. Witt, *Sales Manager*
Roger Huston, *Manager of Radio Sales, Los Angeles*
Allen Cormack, *Traffic Manager*

San Francisco Office—Palace Hotel

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Wayne Steffner, *Account Executive, Radio Sales*

CHARLOTTE, N. C.

WBT, Wilder Building

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Royal E. Penny, *Sales Manager and Account Executive, Radio Sales, Charlotte*
Charles H. Crutchfield, *Program Director*
James Beloungy, *Chief Engineer*
William Carley, *Sales Promotion Manager*
John S. Knell, *News Editor*

BOSTON

WEEI, 182 Tremont Street

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Kingsley Horton, *Sales Manager*
Lloyd G. del Castillo, *Production Manager and Musical Director*
Philip K. Baldwin, *Chief Engineer*
John J. Murray, *Accountant*
David S. Garland, *Sales Promotion Manager*

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Charles Collingwood, *London Correspondent*
Bob Trout, *London Correspondent*
Cecil Brown, *Singapore Correspondent*
Winston Burdett, *Ankara Correspondent*
Farnsworth Fowle, *Ankara Correspondent*
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John Raleigh, *Batavia Correspondent*
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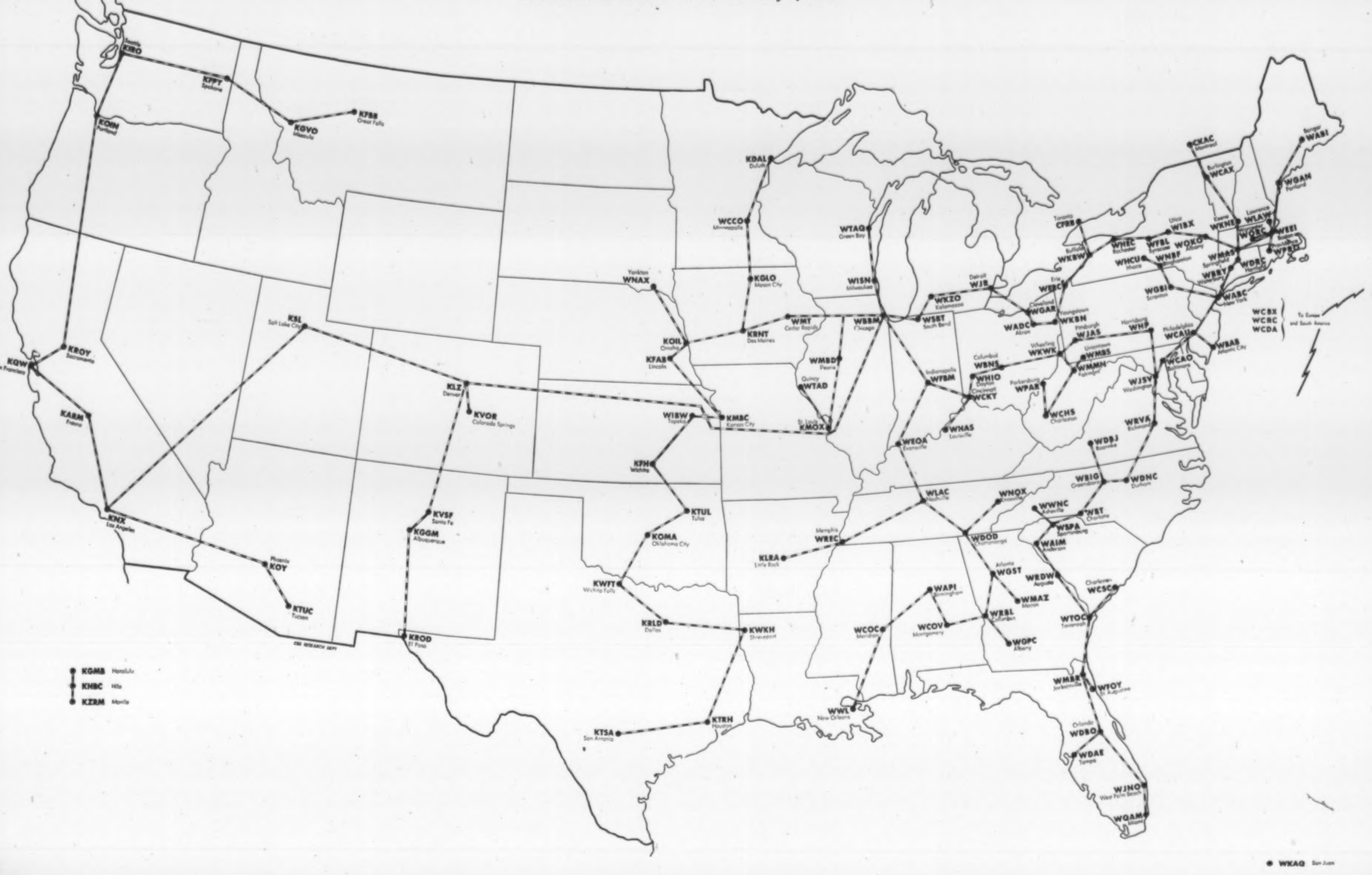
Howard K. Smith, *Berne, Switzerland, Correspondent*
Larry Lesueur, *Moscow Correspondent*
H. Ford Wilkins, *Manila Correspondent*
Thomas Worthin, *Manila Correspondent*
Bernard Valery, *Stockholm Correspondent*
George Folster, *Sydney, Australia, Correspondent*
Edward Chorlian, *Cairo Correspondent*
Jack Fendell, *Panama City Correspondent*
Alex Garcia, *Havana Correspondent*
John Adams, *Rio de Janeiro Correspondent*
Herbert Clark, *Buenos Aires Correspondent*
Robinson McLean, *Toronto Correspondent*
William Gilman, *Juneau, Alaska, Correspondent*
W. R. Wills, *Tokyo Correspondent*

XUM

THE COLUMBIA BROADCASTING SYSTEM

Network facilities as of January 1, 1942


Seattle KIRO
KFPY Spokane
KGVO Missoula
KFBB Great Falls
KOIN Portland
KROY Sacramento
KQW San Francisco
KARM Fresno
KNX Los Angeles
Phoenix KOY
KTUC Tucson
KSL Salt Lake City
KLZ Denver
KVOR Colorado Springs
KVSF Santa Fe
KGGM Albuquerque
KROD El Paso
CBS RESEARCH DEPT
KGMB Honolulu
KHBC Hilo
KZRM Manila
KDAL Duluth
WCCO Minneapolis
Yankton WNAX
KGLO Mason City
KOIL Omaha
KFAB Lincoln
KRNT Des Moines
WMT Cedar Rapids
WTAQ Green Bay
WISN Milwaukee
WBBM Chicago
WMBD Peoria
Quincy WTAD
St. Louis KMOX
WIBW Topeka
KMBC Kansas City
KFH Wichita
KTUL Tulsa
KOMA Oklahoma City
KWFT Wichita Falls
KRLD Dallas
KWKH Shreveport
KTRH Houston
KTSA San Antonio
Memphis WREC
KLRA Little Rock
WWL New Orleans
WCOC Meridian
WAPI Birmingham
WCOV Montgomery
WRBL Columbus
WOPC Albany
Atlanta WGST
WMAZ Macon
WDOD Chattanooga
WLAC Nashville
WNOX Knoxville
WEOA Evansville
WHAS Louisville
Indianapolis WFBM
WKZO Kalamazoo
WSBT South Bend
Detroit WJR
Columbus WBNS
WHIO Dayton
Cincinnati WCKY
Parkersburg WPAR
WCHS Charleston
Wheeling WKWK
Uniontown WMBS
WMMN Fairmont
Pittsburgh WJAS
Cleveland WGAR
WADC Akron
Youngstown WKBN
Erie WERC
Buffalo WKBW
Toronto CFRB
WHEC Rochester
WFBL Syracuse
Utica WIBX
WOKO Albany
WHCU Ithaca
WNBF Binghamton
WGBI Scranton
Harrisburg WHP
Philadelphia WCAU
WBAB Atlantic City
WCAO Baltimore
WJSV Washington
WRVA Richmond
WDBJ Roanoke
WBIG Greensboro
WDNC Durham
WWNC Asheville
WBT Charlotte
WSPA Spartanburg
WAIM Anderson
WRDW Augusta
Charleston WCSC
WTOC Savannah
WMBR Jacksonville
WTOY St. Augustine
Orlando WDBO
WDAE Tampa
WJNO West Palm Beach
WQAM Miami
CKAC Montreal
Burlington WCAX
Keene WKNE
Lawrence WLAW
Worcester WORC
WEEI Boston
Providence WPRO
WMAS Springfield
WDRC Hartford
WBRY Waterbury
WABC New York
Bangor WABI
WGAN Portland
WCBX
WCRC
WCDA
To Europe and South America
WKAQ San Juan

COLUMBIA BROADCASTING SYSTEM: NETWORK RATES

485 Madison Ave., New York City
Telephone: Wickersham 2-2000

STATION RATES

This rate card is published by the Columbia Broadcasting System for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice.

(*Effective January* 1, 1942)

Night Rates (6 P.M. to 11 P.M.) are in **Bold Face. Day Rates** (7 A.M. to 6 P.M. and 11 P.M. to Midnight) are in Light Face. **Transition Rates** (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. **Sunday Afternoon Rates** (12 Noon to 6 P.M.) are two-thirds of night rates. **After Midnight Rates** (Midnight to 7 A.M.) are one-third of night rates. Day, Night, Sunday Afternoon and After Midnight Rates are figured on the basis of current local time in each city. Network operations prior to 8 A.M. (local time) may only be scheduled by special arrangement. All rates apply to network broadcasts only and are for networks of a size satisfactory to CBS.

BASIC NETWORK

Minimum 26 Cities

Including the following 23 cities:

	Time Zone	Full Hour		Half Hour		Quarter Hour	
New York	E†	**$1350**	675	**810**	405	**540**	270
Akron	E	**190**	95	**114**	57	**76**	38
Baltimore	E	**300**	150	**180**	90	**120**	60
Boston	E†	**475**	238	**285**	143	**190**	95
Buffalo	E†	**400**	200	**240**	120	**160**	80
Cedar Rapids	C	**250**	125	**150**	75	**100**	50
Chicago	C†	**825**	413	**495**	248	**330**	165
Cincinnati	E	**425**	213	**255**	128	**170**	85
Cleveland	E	**350**	175	**210**	105	**140**	70
Des Moines	C	**220**	110	**132**	66	**88**	44
Detroit	E	**700**	350	**420**	210	**280**	140
Hartford	E†	**190**	95	**114**	57	**76**	38
Indianapolis	C	**225**	113	**135**	68	**90**	45
Kansas City	C	**325**	163	**195**	98	**130**	65
Lincoln	C	**200**	100	**120**	60	**80**	40
Louisville	C	**475**	238	**285**	143	**190**	95
Omaha	C	**175**	88	**105**	53	**70**	35
Philadelphia	E†	**600**	300	**360**	180	**240**	120
Pittsburgh	E†	**375**	188	**225**	113	**150**	75
Providence	E†	**240**	120	**144**	72	**96**	48
St. Louis	C	**575**	288	**345**	173	**230**	115
Syracuse	E†	**220**	110	**132**	66	**88**	44
Washington	E	**375**	188	**225**	113	**150**	75
Plus at least 3 of the following Optional cities:							
Albany	E†	175	88	**105**	53	**70**	35
Columbus	E	175	88	**105**	53	**70**	35
Dayton	E	175	88	**105**	53	**70**	35
Harrisburg	E†	175	88	**105**	53	**70**	35
Rochester	E†	175	88	**105**	53	**70**	35
Total 26 Cities	.....	**$9985**	4999	**5991**	3002	**3994**	1997

(Only 3 Optional cities are included in above totals)

BASIC SUPPLEMENTARY GROUP

29 Cities

Available individually with Basic Network.

Atlantic City	E†	**$100**	50	**60**	30	**40**	20
Bangor	E†	**125**	63	**75**	38	**50**	25
Binghamton	E†	**125**	63	**75**	38	**50**	25
*Ithaca	E†	**50**	25	**30**	15	**20**	10
Burlington & Keene	E†	**150**	75	**90**	45	**60**	30
Charleston, W. Va.	E	**170**	85	**102**	51	**68**	34
Erie	E†	**125**	63	**75**	38	**50**	25
Evansville	C	**125**	63	**75**	38	**50**	25
Fairmont	E	**125**	63	**75**	38	**50**	25
Kalamazoo	E	**150**	75	**90**	45	**60**	30
Lawrence	E†	**100**	50	**60**	30	**40**	20
Milwaukee	C	**265**	133	**159**	80	**106**	53
New Haven-Waterbury	E†	**125**	63	**75**	38	**50**	25
Parkersburg	E	**100**	50	**60**	30	**40**	20
Peoria	C†	**175**	88	**105**	53	**70**	35
Portland, Me	E†	**150**	75	**90**	45	**60**	30
Quincy	C†	**125**	63	**75**	38	**50**	25
Richmond	E	**350**	175	**210**	105	**140**	70
Scranton	E	**175**	88	**105**	53	**70**	35
South Bend	C†	**125**	63	**75**	38	**50**	25
Springfield, Mass.	E†	**150**	75	**90**	45	**60**	30
Topeka	C	**200**	100	**120**	60	**80**	40
Uniontown	E	**125**	63	**75**	38	**50**	25
Utica	E†	**125**	63	**75**	38	**50**	25
Wheeling	E	**100**	50	**60**	30	**40**	20
Wichita	C	**175**	88	**105**	53	**70**	35
Worcester	E†	**175**	88	**105**	53	**70**	35
Youngstown	E	**170**	85	**102**	51	**68**	34
Group Total	.....	**$4155**	2085	**2493**	1254	**1662**	831

* Available only with Binghamton and does not affect station hour discount rate.

SOUTHWESTERN GROUP

7 Cities

Available with the Basic Network in a group of not less than 5 of the following cities one of which must be Shreveport.

Dallas	C	**$400**	200	**240**	120	**160**	80
*Houston	C	**350**	175	**210**	105	**140**	70
Oklahoma City	C	**225**	113	**135**	68	**90**	45
San Antonio	C	**225**	113	**135**	68	**90**	45
Shreveport	C	**275**	138	**165**	83	**110**	55
Tulsa	C	**165**	83	**99**	50	**66**	33
Wichita Falls	C	**125**	63	**75**	38	**50**	25
Group Total	.....	**$1765**	885	**1059**	532	**706**	353

* Effective when KTRH increases power to 50,000 Watts.

SOUTHEASTERN GROUP

10 Cities

Available with the Basic Network in a group of not less than 4 of the following cities.

Anderson	E	**$100**	50	**60**	30	**40**	20
Asheville	E	**125**	63	**75**	38	**50**	25
Augusta	E	**100**	50	**60**	30	**40**	20
Charleston, S. C.	E	**100**	50	**60**	30	**40**	20
Charlotte	E	**350**	175	**210**	105	**140**	70
Durham	E	**100**	50	**60**	30	**40**	20
Greensboro	E	**125**	63	**75**	38	**50**	25
Roanoke	E	**125**	63	**75**	38	**50**	25
Savannah	E	**150**	75	**90**	45	**60**	30
Spartanburg, S. C.	E	**125**	63	**75**	38	**50**	25
Group Total	.....	**$1400**	702	**840**	422	**560**	280

SOUTHCENTRAL GROUP

12 Cities

Available individually with Basic Network.

Atlanta	E	**$225**	113	**135**	68	**90**	45
Birmingham	C†	**175**	88	**105**	53	**70**	35
Chattanooga	C	**140**	70	**84**	42	**56**	28
Columbus and Albany, Ga.	E	**100**	50	**60**	30	**40**	20
Knoxville	C	**140**	70	**84**	42	**56**	28
Little Rock	C	**165**	83	**99**	50	**66**	33
Macon	E	**125**	63	**75**	38	**50**	25
Memphis	C†	**250**	125	**150**	75	**100**	50
Meridian	C	**100**	50	**60**	30	**40**	20
Montgomery	C†	**100**	50	**60**	30	**40**	20
*Nashville	C	**300**	150	**180**	90	**120**	60
New Orleans	C	**400**	200	**240**	120	**160**	80
Group Total	.....	**$2220**	1112	**1332**	668	**888**	444

*Effective when WLAC increases to 50,000 watts.

FLORIDA GROUP

4 Cities

Available as a group with Basic Network and Southeastern Group.

Jacksonville	E	**$130**	65	**78**	39	**52**	26
Miami	E	**165**	83	**99**	50	**66**	33
Orlando	E	**125**	63	**75**	38	**50**	25
St. Augustine	E	Bonus Sta		tion with		Fla.Group	
Tampa	E	**165**	83	**99**	50	**66**	33
West Palm Beach	E	Bonus Sta		tion with		Fla.Group	
Group Total	.....	**$585**	294	**351**	177	**234**	117

MOUNTAIN GROUP

7 Cities

When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.
Available individually with Basic Network.

Denver & Col. Springs	M	**$250**	125	**150**	75	**100**	50
Salt Lake City	M	**350**	175	**210**	105	**140**	70
Available with Denver.							
Albuquerque & Santa Fe	M	**100**	50	**60**	30	**40**	20
El Paso	M	**125**	63	**75**	38	**50**	25
Available with Pacific Group.							
Great Falls	M	**100**	50	**60**	30	**40**	20
Missoula	M	**100**	50	**60**	30	**40**	20
Phoenix & Tucson	M	**140**	70	**84**	42	**56**	28
Group Total	.....	**$1165**	583	**699**	350	**466**	233

CBS CANADIAN GROUP*

2 Cities

Available individually with Basic Network.

Montreal	E†	**$250**	125	**150**	75	**100**	50
Toronto	E†	**325**	163	**195**	98	**130**	65
Group Total	.....	**$575**	288	**345**	173	**230**	115

* In addition to Montreal and Toronto, the 31 stations of the Canadian Broadcasting Corp. are available to CBS Advertisers

NORTHWESTERN GROUP

5 Cities

Available individually with Basic Network, except that Sioux City-Yankton must be used when Minneapolis is used.

Duluth	C	**$125**	63	**75**	38	**50**	25
Green Bay	C	**125**	63	**75**	38	**50**	25
Mason City	C	**125**	63	**75**	38	**50**	25
Minneapolis-St. Paul	C	**525**	263	**315**	158	**210**	105
Sioux City-Yankton	C	**250**	125	**150**	75	**100**	50
Group Total	.....	**$1150**	577	**690**	347	**460**	230

* Available only with Duluth and does not affect station hour discount rate.

PACIFIC COAST GROUP

7 Cities

Available only as a group.

Los Angeles	P	**$575**	288	**345**	173	**230**	115
Fresno	P	**100**	50	**60**	30	**40**	20
Portland	P	**240**	120	**144**	72	**96**	48
San Francisco-SanJose	P	**290**	145	**174**	87	**116**	58
Seattle	P	**325**	163	**195**	98	**130**	65
Spokane	P	**175**	88	**105**	53	**70**	35
Sacramento	P	**50**	25	**30**	15	**20**	10
Group Total	.....	**$1755**	879	**1053**	528	**702**	351

HAWAIIAN GROUP

Honolulu & Hilo	H*	**$220**	195	**140**	125	**100**	90

* 2½ hours earlier than Pacific Standard Time.
Day rates apply to Sunday afternoon.

PORTO RICAN STATION

San Juan	A*	**$125**	63	**75**	38	**50**	25

1 hour later than E.S.T.

PHILIPPINE STATION

Manila	‡	**$500**	500	**300**	300	**200**	200

‡ 13 hours later than E.S.T.
† Observed daylight saving in past years.

CBS BASIC STATIONS

Basic Network Stations

New York	WABC
Akron	WADC
Albany	WOKO
Baltimore	WCAO
Boston	WEEI
Buffalo	WKBW WGR
Cedar Rapids	WMT
Chicago	WBBM
Cincinnati	WCKY
Cleveland	WGAR
Columbus	WBNS
Dayton	WHIO
Des Moines	KRNT
Detroit	WJR
Harrisburg	WHP
Hartford	WDRC
Indianapolis	WFBM
Kansas City	KMBC
Lincoln	KFAB
Louisville	WHAS
Omaha	KOIL
Philadelphia	WCAU
Pittsburgh	WJAS
Providence	WPRO
Rochester	WHEC
St. Louis	KMOX
Syracuse	WFBL
Washington	WJSV

CBS Supplementary Stations

Albany, Ga	WGPC
Albuquerque	KGGM
Anderson	WAIM
Asheville	WWNC
Atlanta	WGST
Atlantic City	WBAB
Augusta	WRDW
Bangor	WABI
Binghamton	WNBF
Birmingham	WAPI
Burlington	WCAX
Charleston, S. C.	WCSC
Charleston, W. Va.	WCHS
Charlotte	WBT
Chattanooga	WDOD
Colo. Springs	KVOR
Columbus, Ga	WRBL
Dallas	KRLD
Denver	KLZ
Duluth	KDAL
Durham	WDNC
El Paso	KROD
Erie	WERC
Evansville	WEOA
Fairmont	WMMN
Great Falls	KFBB
Green Bay	WTAQ
Greensboro	WBIG
Houston	KTRH
Ithaca	WHCU
Jacksonville	WMBR
Kalamazoo	WKZO
Keene	WKNE
Knoxville	WNOX
Lawrence	WLAW
Little Rock	KLRA
Macon	WMAZ
Mason City	KGLO
Memphis	WREC
Meridan	WCOC
Miami	WQAM
Milwaukee	WISN
Minneapolis-St. Paul	WCCO
Missoula	KGVO
Montgomery	WCOV
Montreal	CKAC
Nashville	WLAC
New Haven-Waterbury	WBRY
New Orleans	WWL
Oklahoma City	KOMA
Orlando	WDBO
Parkersburg	WPAR
Peoria	WMBD
Phoenix	KOY
Portland, Me.	WGAN
Quincy	WTAD
Richmond	WRVA
Roanoke	WDBJ
St. Augustine	WFOY
Salt Lake City	KSL
San Antonio	KTSA
Santa Fe	KVSF
Savannah	WTOC
Scranton	WGBI
Shreveport	KWKH
Sioux City-Yankton	WNAX
South Bend	WSBT
Spartanburg	WSPA
Springfield	WMAS
Tampa	WDAE
Topeka	WIBW
Toronto	CFRB
Tucson	KTUC
Tulsa	KTUL
Uniontown	WMBS
Utica	WIBX
W. Palm Beach	WJNO
Wheeling	WKWK
Wichita	KFH
Wichita Falls	KWFT
Worcester	WORC
Youngstown	WKBN

Pacific Coast Group

Los Angeles	KNX
Fresno	KARM
Portland	KOIN
Sacramento	KROY
San Francisco-San Jose	KQW
San Francisco	KSFO
Seattle	KIRO
Spokane	KFPY

Hawaiian Stations

Hilo	KHBC
Honolulu	KGMB

Porto Rican Station

San Juan	WKAQ

Philippine Station

Manila*	KZRM

CBS REGIONAL AND INDIVIDUAL STATION SERVICES

CBS Pacific Network. All CBS facilities on the Pacific Coast and in the Mountain Time Zone are available as a unit, and in specified smaller groups, without the use of other CBS facilities.

CBS California Network. All CBS facilities in California are available as a unit, without the use of other CBS facilities.

CBS New England Network. All CBS facilities in New England are available as a unit, without the use of other CBS facilities.

CBS Dixie Network. All CBS facilities in the Southeastern and Florida Groups are available as a unit, without the use of other CBS facilities.

CBS Individual Stations. The Columbia Broadcasting System operates eight stations in eight major markets. The list includes:

WABC,	New York	KNX,	Los Angeles
WBBM,	Chicago	KMOX,	St. Louis
WEEI,	Boston	WJSV,	Washington
WCCO.	Minneapolis-St. Paul	WBT,	Charlotte

Each of these stations—and WAPI, Birmingham—are represented for national "spot" business by Radio Sales, a division of the Columbia Broadcasting System. The facilities of these stations, for "spot" advertising, are available in one contract from Radio Sales; which also offers a complete service in all details of broadcasting and programming on these stations.

COMPETING PRODUCTS

The Columbia Broadcasting System endeavors to maintain a separation of fifteen minutes or more between programs for competing products, but reserves the right to place such programs adjacent to each other.

PROGRAM ORIGINATIONS

Rates quoted herein include studio facilities, which are adequate for technical pickup of programs to be broadcast, in CBS premises in New York, Chicago, Los Angeles, or Washington. Audience facilities to the extent available in existing CBS premises in these cities will be furnished upon request. A special charge will be made for other studio facilities, and a special origination charge is made when programs originate at points other than CBS Network studios in New York, Chicago, Los Angeles or Washington. CBS reserves the right to change studio facilities furnished by it at its discretion.

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists, Inc.; Columbia Concerts Corporation; Continuity Department; Engineering Department; Program Department; Promotion & Research Department; Publicity Department; Sales Service Department; Station Relations Department.

WEEKLY DISCOUNTS

(Applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 10 station-hours per week	Net
10 or more but less than 15 station-hours per week	2½%
15 or more but less than 25 station-hours per week	5%
25 or more but less than 45 station-hours per week	7½%
45 or more but less than 70 station-hours per week	10%
70 or more station-hours per week	12½%

Station-hours will be calculated as follows:

1 hr. (day or night) on 1 station	1.0 station-hour
½ hr. (day or night) on 1 station	.6 station-hour
¼ hr. (day or night) on 1 station	.4 station-hour

(Thus, in computing station-hour discounts, ½ hour and ¼ hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate. Bonus stations do not affect station-hour discount rate.)

Two or more network contracts for the same advertiser may be combined in computing station-hour discount rate.

ANNUAL DISCOUNT 12½%

(Applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 12½% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges. There are no cash discounts

Charges for facilities are payable immediately after each broadcast.

CLASSIFICATIONS

Rates and discounts listed herein apply to all classes of acceptable accounts and advertising provided the networks used are of a size satisfactory to CBS. The number of stations constituting a satisfactory network may vary with different time periods.

ACCEPTABILITY OF PROGRAM, PRODUCT AND CONTINUITY

Facilities will be furnished only for programs, products and continuities acceptable to CBS. Type of audience and program balance may affect acceptability of program, product or continuity for specific time periods. CBS will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

Write today for the
HOOPER-HOLMES
study of trade paper
preferences of

Important radio advertisers
and agency executives*

***Write BROADCASTING, Washington, D. C.**

NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Cornelius N. Bliss
Arthur E. Braun
Bertram Cutler
Charles G. Dawes
Gano Dunn
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Edward W. Harden
Edward F. McGrady
DeWitt Millhauser
Edward J. Nally
David Sarnoff
Niles Trammell

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John H. MacDonald, *Assistant Treasurer*
A. E. Nelson, *Assistant Vice President*
R. J. Teichner, *Assistant Treasurer*
Lewis MacConnach, *Secretary*
C. E. Pfautz, *Assistant Secretary*

DEPARTMENTS AND DIVISIONS

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Frank E. Mullen, *Vice President and General Manager*
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James Rowland Angell, *Counselor for Public Service Programs*
Clayland T. Morgan, *Assistant to the President*

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Janet MacRorie, *Editor*

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William A. Clarke, *Manager of Technical Services*
Raymond F. Guy, *Radio Facilities Engineer*
George McElrath, *Operating Engineer*
C. A. Rackey, *Audio and Video Facilities Engineer*
R. E. Shelby, *Television Operations Engineer*

GENERAL SERVICE DEPARTMENT

Vincent J. Gilcher, *Director of General Service*
Ashton Dunn, *Personnel Manager*
Edward M. Lowell, *Manager of Building Maintenance Division*
William G. Martin, *Manager of Guest Relations Division*

INFORMATION DEPARTMENT

Albert E. Dale, *Director of Information*
Anita Barnard, *Manager of the Information Division*
John McKay, *Manager of the Press Division*

INTERNATIONAL RELATIONS—TELEVISION—NEW DEVELOPMENTS

International Relations—Television—New Developments

John F. Royal, *Vice President in Charge*

Development and Research

C. W. Horn, *Assistant Vice President in Charge*

International Shortwave Department

John W. Elwood, *Manager*
Shirley Woodell, *Sales Manager*

Television Department

E. Arthur Hungerford Jr., *Program Business Manager*
Noran E. Kersta, *Actimg Manager*
Warren Wade, *Executive Producer*

LEGAL DEPARTMENT

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Franklin Butler, *Attorney*
R. H. Graham, *Attorney—Hollywood*
I. L. Grimshaw, *Attorney*
Henry Ladner, *Attorney*
J. A. McDonald, *Attorney—Chicago*
R. P. Myers, *Attorney*
E. Gardner Prime, *Attorney*
Robert D. Swezey, *Attorney*

NBC RADIO RECORDING DEPARTMENT

C. Lloyd Egner, *Vice President*
Robert W. Friedheim, *Eastern Sales Manager*
Robert M. Morris, *Business Manager*
Willis B. Parsons, *Sales Promotion Manager*
Reginald Thomas, *Program Director*

PROGRAM DEPARTMENT

Clarence L. Menser, *Program Manager—Red Network*

Program and Talent Sales

Bertha Brainard, *Manager*

General Divisions

J. deJara Almonte, *Night Program Manager*
Thomas H. Belviso, *Manager of the Music Library Division*
Frank Black, *General Music Director*
Margaret Cuthbert, *Director of Women's and Children's Programs*
Helen Guy, *Acting Business Manager*
Patrick J. Kelly, *Supervisor of Announcing*
N. Ray Kelly, *Manager of Sound Effects Section*
Ernest LaPrade, *Director of Music Research*
William Burke Miller, *Director of Talks*
Wilfred S. Roberts, *Manager of the Production Division*
A. A. Schechter, *Director of News and Special Events*
Helen Shervey, *Manager of the Central Booking Office*
William Stern, *Director of Sports Events*
Lewis H. Titterton, *Manager of the Script Section*

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Ken R. Dyke, *Director of Promotion*
H. M. Beville Jr., *Research Manager*
John M. Greene, *Circulation Manager*
Barry T. Rumple, *Chief Statistician*
W. E. Webb, *In Charge of Institutional Promotion*

SALES—RED NETWORK

Roy C. Witmer, *Vice President in Charge*
Chas. B. Brown, *Sales Promotion Manager*
George H. Frey, *Sales Service Manager*
F. Melville Greene, *Red Sales Traffic Manager*
Edward R. Hitz, *Assitant to the Vice President in Charge*
I. E. Showerman, *Eastern Sales Manager*

STATIONS DEPARTMENT

William S. Hedges, *Vice President in Charge of Stations*

Facilities Development and Research

W. C. Lent, *Co-Director* (*Washington Office*)

Station Relations Department

Sheldon B. Hickox Jr., *Manager of the Red Network Division*
Easton C. Woolley, *Manager of the Service Dvision*

Managed or Programmed Stations Department

Sherman D. Gregory, *Manager*

National Spot and Local Sales Department

J. V. McConnell, *National Spot and Local Sales Manager*
William C. Roux, *National Spot and Local Sales Promotion Manager*
William O. Tilenius, *Assistant Manager of Spot and Local Sales*

Traffic Department

Harry A. Woodman, *Manager*

MANAGED OR PROGRAMMED STATIONS

Station Managers

Vernon H. Pribble, Cleveland, O., *Manager of Station WTAM*
Lloyd C. Yoder, Denver, Col., *Manager of Station KOA*
A. E. Nelson, San Francisco, Calif., *Manager of Station KPO*
Kenneth H. Berkeley, Washington, D. C., *Manager of Station WRC.*

TREASURY DEPARTMENT

William D. Bloxham, *Purchasing Agent*
Harold M. Kelly, *Assistant Auditor*
John H. MacDonald, *Assistant Treasurer*
Harry F. McKeon, *Auditor*
Glenn W. Payne, *Budget Officer*
R. J. Teichner, *Assistant Treasurer*

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago, Ill.
Phone—Chicago, Superior 8300

Harry C. Kopf, *Vice President and Manager of the Central Division*
Maurice M. Boyd, *Local and Spot Sales Manager*
Emmons C. Carlson, *Sales Promotion and Advertising Manager*
Frank Chizzini, *Manager of Radio Recording*
E. C. Cunningham, *Evening Manager*
William E. Drips, *Director of Agriculture*
Kenneth D. Fry, *Director of Special Events*
Frank Golder, *Program Traffic Supervisor*
Jules Herbuveaux, *Program Manager*
A. W. Kaney, *Assistant to Manager*
Howard C. Luttgens, *Central Division Engineer*
Paul McCluer, *Sales Manager—Red Network*
J. A. McDonald, *Attorney*
Oliver Morton, *Special Sales Representative—Westinghouse Stations*
William J. Murphy, *Continuity Editor*
William B. Ray, *Manager of Press Relations*
James L. Stirton, *Manager of Program and Talent Sales*
Judith C. Whaller, *Educational Director*
John F. Whalley, *Business Manager*
W. P. Wright, *Production Manager*

WESTERN DIVISION—HOLLYWOOD

Sunset Boulevard and Vine Street, Hollywood, Calif.
Phone—Hollywood 6161

Sidney N. Strotz, *Vice President in Charge*
William Andrews, *Manager of Guest Relations*
Harold Bock, *Manager of Press Relations*
F. V. Dellett, *Auditor*
Sydney L. Dixon, *Sales Manager—Red Network*
Lewis Frost, *Assistant to the Vice President*
Paul Gale, *Traffic Supervisor*
Don E. Gilman, *Vice President in Charge of Public Relations*
R. H. Graham, *Attorney—Assistant to Mr. Leuschner*
Frederick Leuschner, *Attorney*
Robert McAndrews, *Sales Promotion Manager*
Alex S. Robb, *Manager of the Program and Talent Sales*
A. H. Saxton, *Western Division Engineer*
Robert Schuetz, *Manager of Recording Division*
John Swallow, *Program Manager*
Wendell Williams, *Continuity Editor*

WASHINGTON, D. C.

14th Street and New York Avenue, Washington, D. C.
Phone—Republic 4000

Frank M. Russell, *Vice President in Charge*
Kenneth H. Berkeley, *General Manager WRC*
R. G. Coldenstroth, *Auditor*
John Dodge, *Sales Manager WRC*
P. J. Hennessey Jr., *Counsel*
A. E. Johnson, *Division Engineer*
Thomas E. Knode, *In Charge of News, Press and Special Events*
Fred Shawn, *Assistant Manager WRC*
Caleton E. Smith, *Assistant Manager WRC*

FOREIGN REPRESENTATIVES

England

Fred Bate, 2 *Mansfield St. W-1, London, Eng. Langhorn* 2571

France

Paul Archinard, *Hotel de la Paix, Vichy, France*

Switzerland

Max Jordan, *Berne, Switzerland*

NATIONAL BROADCASTING COMPANY

National Spot and Local Sales Department

New York City—30 Rockefeller Plaza, James V. McConnell, *National Manager*, W. O. Tilenius, *Assistant Manager.* Circle 7-8300

Boston, Mass.—Hotel Bradford, Elmer Kettell. Hancock 4261

Cleveland, O.—815 Superior Ave. N. E., Donald G. Stratton. Cherry 0942

Chicago, Ill.—Merchandise Mart, Maurice M. Boyd, Oliver Morton. Superior 8300

Denver, Colo.—1625 California St., James MacPherson. Main 6211

Hollywood, Calif.—Sunset Blvd. & Vine St., Sydney Dixon. Hollywood 6161

San Francisco, Calif.—111 Sutter St., Wm. B. Ryan. Sutter 1920

Washington, D. C.—Trans Lux Bldg., John Dodge. Republic 4000

Stations Represented

KPO, San Francisco, Calif.
KOA, Denver, Colo.
WRC, Washington, D. C.
WMAQ, Chicago, Ill.
WEAF, New York, N. Y.
WGY, Schenectady, N. Y.
WTAM, Clevelabd, O.

Westinghouse Stations

WBZ-WBZA, Boston-Springfield, Mass.
KYW, Philadelphia, Pa.
KDKA, Pittsburgh, Pa.

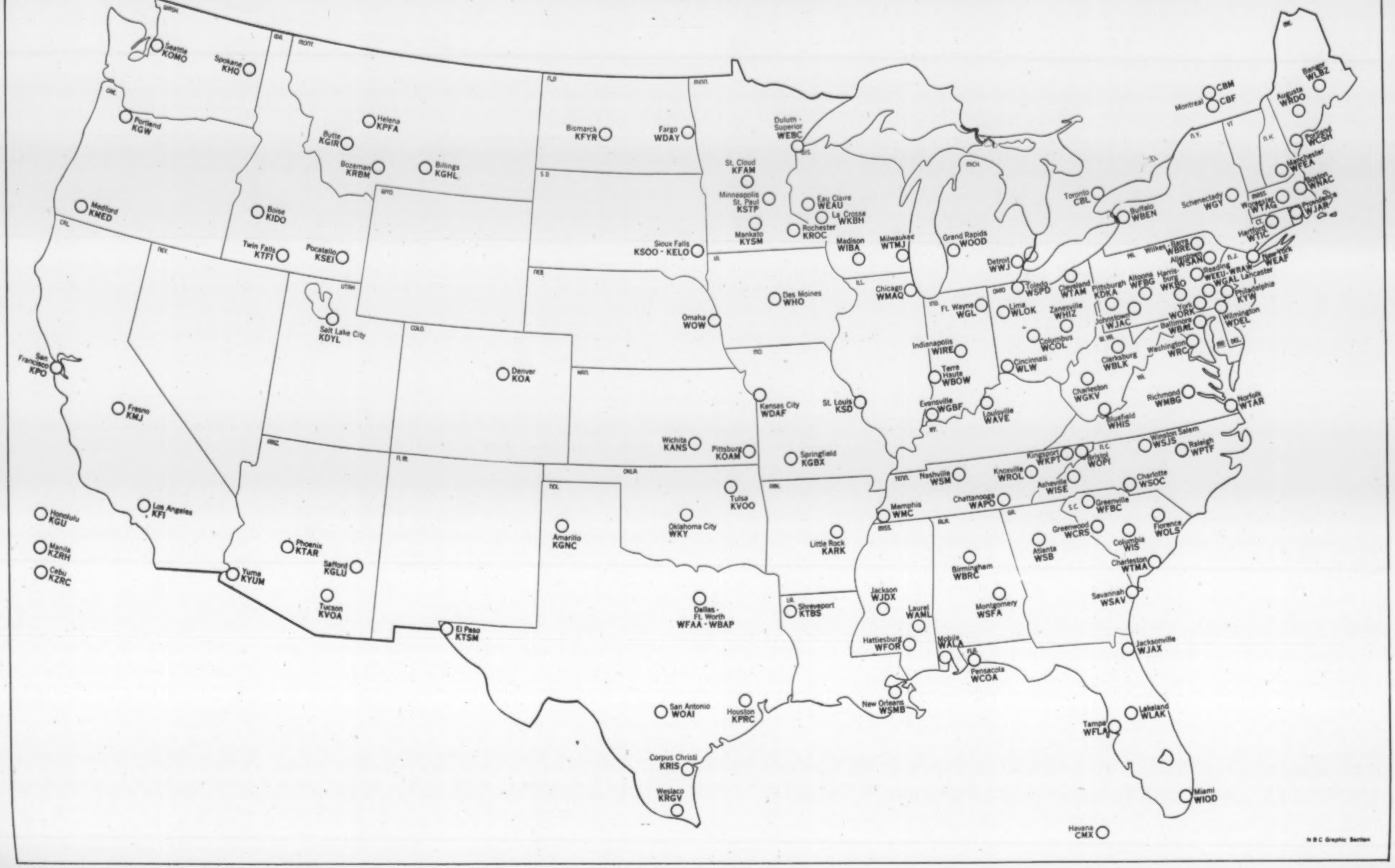
STATIONS OWNED AND/OR OPERATED BY THE NATIONAL BROADCASTING COMPANY AND RCA

WEAF, New York. Owned and operated by NBC
WJZ, New York. Subsidiary of RCA
WMAQ, Chicago. Owned and operated by NBC
WENR, Chicago. Subsidiary of RCA
WRC, Washington. Owned and operated by NBC
WTAM, Cleveland. Owned and operated by NBC
KPO, San Francisco. Owned and operated by NBC
WMAL, Washington. Owned by Evening Star Publishing Co.
KGO, San Francisco. Owned by General Electric.
KOA, Denver. Owned by General Electric. Operated by RCA

XUM

MAP OF THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY

AS OF JANUARY 1, 1942


Seattle KOMO
Spokane KHQ
Portland KGW
Medford KMED
Helena KPFA
Butte KGIR
Bozeman KRBM
Billings KGHL
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Salt Lake City KDYL
San Francisco KPO
Fresno KMJ
Los Angeles KFI
Honolulu KGU
Manila KZRH
Cebu KZRC
Phoenix KTAR
Safford KGLU
Tucson KVOA
Yuma KYUM
El Paso KTSM
Denver KOA
Bismarck KFYR
Fargo WDAY
Sioux Falls KSOO - KELO
Omaha WOW
Wichita KANS
Pittsburg KOAM
Tulsa KVOO
Oklahoma City WKY
Amarillo KGNC
Dallas - Ft. Worth WFAA - WBAP
San Antonio WOAI
Houston KPRC
Corpus Christi KRIS
Weslaco KRGV
Duluth - Superior WEBC
St. Cloud KFAM
Minneapolis St. Paul KSTP
Mankato KYSM
Rochester KROC
Eau Claire WEAU
La Crosse WKBH
Madison WIBA
Milwaukee WTMJ
Des Moines WHO
Kansas City WDAF
St. Louis KSD
Springfield KGBX
Little Rock KARK
Shreveport KTBS
Chicago WMAQ
Grand Rapids WOOD
Detroit WWJ
Ft. Wayne WGL
Indianapolis WIRE
Terre Haute WBOW
Evansville WGBF
Louisville WAVE
Toledo WSPD
Lima WLOK
Cleveland WTAM
Zanesville WHIZ
Columbus WCOL
Cincinnati WLW
Memphis WMC
Nashville WSM
Knoxville WROL
Chattanooga WAPO
Kingsport WKPT
Bristol WOPI
Asheville WISE
Jackson WJDX
Laurel WAML
Hattiesburg WFOR
New Orleans WSMB
Mobile WALA
Pensacola WCOA
Birmingham WBRC
Montgomery WSFA
Atlanta WSB
Greenville WFBC
Greenwood WCRS
Columbia WIS
Florence WOLS
Charleston WTMA
Charlotte WSOC
Winston Salem WSJS
Raleigh WPTF
Savannah WSAV
Jacksonville WJAX
Lakeland WLAK
Tampa WFLA
Miami WIOD
Havana CMX
Toronto CBL
Buffalo WBEN
Montreal CBM CBF
Schenectady WGY
Pittsburgh KDKA
Altoona WFBG
Johnstown WJAC
Harrisburg WKBO
Wilkes - Barre WBRE
Allentown WSAN
Reading WEEU - WRAW
Lancaster WGAL
York WORK
Philadelphia KYW
Wilmington WDEL
Baltimore WBAL
Washington WRC
Clarksburg WBLK
Charleston WGKV
Bluefield WHIS
Richmond WMBG
Norfolk WTAR
New York WEAF
Hartford WTIC
Providence WJAR
Worcester WTAG
Boston WNAC
Manchester WFEA
Portland WCSH
Augusta WRDO
Bangor WLBZ
N B C Graphic Section

NATIONAL BROADCASTING CO.: RED NETWORK RATES

RCA Bldg., 30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300

NBC—RED NETWORK RATES

(*Night Rates in Effect Jan.* 1, 1942)

RATE CLASSIFICATIONS

(All rates quoted on Local Time. Fractional rates do not apply to Hawaii, Cuba or the Philippines.)

(a) Gross rates as listed on this card: 6:00 P.M. to 11:00 P.M.

(b) Three-quarters gross rates: 12:00 noon to 6:00 P.M., Sundays only.

(c) One-half gross rates: 8:00 A.M. to 6:00 P.M. (exclusive of Sunday afternoon) and 11:00 P.M. to 12:00 Midnight.

(d) One-third gross rates: 12:00 Midnight to 8:00 A.M. (Service available only if a regularly scheduled program precedes or follows.)

(e) Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

COMMISSIONS AND DISCOUNTS

(a) Weekly discounts for 13 or more consecutive weeks: All NBC Red network contracts for the same advertiser may be combined for determining discount rate.

Contracted value of network Time at gross rates	Rate of discount on weekly gross billing†
Less than $2,000 per week	None
$2,000 or more but less than $4,000 per week	2½%
$4,000 or more but less than $8,000 per week	5 %
$8,000 or more but less than $12,000 per week	7½%
$12,000 or more but less than $18,000 per week	10 %
$18,000 or more per week	12½%

†Rate of discount will be reduced 5% on network programs broadcast between 8:00 and 10:00 P.M. New York time, and on their rebroadcasts. (For example, 12½% becomes 7½%.)

(b) Annual rebate for 52 consecutive weeks: Rebate to be 12½% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

(c) 25% annual discount: A discount of 25% in lieu of weekly quantity discounts and annual rebates (20% in the case of network programs broadcast between 8:00 and 10:00 P.M. New York time, and their rebroadcasts) will be allowed currently to advertisers whose contracted gross billing equals or exceeds $1,500,000 within a twelve-month fiscal year period.

(d) Advertising agency commission: Net billings (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

(e) No commission on program charges.

(f) No cash discounts—Bills due and payable when rendered.

TERMS OF USE

(a) Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations.

(b) All NBC Red Network contracts for the same advertiser may be combined for determining discount rate.

(c) The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

(a) Services of the NBC Program Department in arranging and presenting programs are available without extra charge.

(b) No special charge is made for facilities when programs originate in NBC Studios in New York, Chicago, Washington, San Francisco and Hollywood, provided the city of origination is included in the network ordered.

Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

This Rate Card is for the information of Advertisers and is not to be regarded as an offer by the National Broadcasting Company. Rates herein are subject to change without notice.

BASIC NETWORK

Eastern Time Zone

Cities—Call Letters	1 Hr.	½ Hr.	¼ Hr.
†New York (WEAF)	$1,400	$840	$560
Baltimore (WBAL)	360	216	144
†Boston (WNAC)	440	264	176
†Buffalo (WBEN)	320	192	128
Cincinnati (WLW)	1,080	720	480
(WSAI may be substituted—see below)			
Cleveland (WTAM)	520	312	208
Detroit (WWJ)	420	252	168
†Hartford (WTIC)	400	240	160
†Philadelphia (KYW)	480	288	192
†Pittsburgh (KDKA)	480	288	192
†Portland (WCSH)	160	96	64
†Providence (WJAR)	200	120	80
†Schenectady (WGY)	400	240	160
Toledo (WSPD)	220	132	88
Washington (WRC)	240	144	96
†Wilmington (WDEL)	120	72	48
†Worcester (WTAG)	180	108	72

Central Time Zone

Cities—Call Letters	1 Hr.	½ Hr.	¼ Hr.
†Chicago (WMAQ)	$800	$480	$320
Des Moines (WHO)	520	312	208
Indianapolis (WIRE)	220	132	88
Kansas City (WDAF)	400	240	160
Louisville (WAVE)	220	132	88
Milwaukee (WTMJ)	340	204	136
Minneapolis (See listing under St. Paul below)			
Omaha (WOW)	340	204	136
St. Louis (KSD)	360	216	144
St. Paul (KSTP)	400	240	160
Total for network of 26	$11,020	$6,684	$4,456

NOTE:—WSAI Cincinnati is optional to WLW. When WSAI is used, WING, Dayton, and WIZE, Springfield, O., may also be used. Rates for these follow:

Cincinnati (WSAI)	$240	$144	$96
Dayton (WING)	140	84	56
Springfield (WIZE)	(No charge—available only with WING)		

BASIC SUPPLEMENTARIES

Eastern Time Zone

Individually available with Basic Network

Cities—Call Letters	1 Hr.	½ Hr.	¼ Hr
†Allentown (WSAN)	$120	$72	$48
Altoona (WFBG) Johnstown (WJAC)	140	84	56
†Augusta (WRDO)	60	36	24
(WRDO available only when WLBZ is used)			
†Bangor (WLBZ)	120	72	48
Bluefield (WHIS)	80	48	32
Charleston (WGKV) Clarksburg (WBLK)	140	84	56
Columbus (WCOL)	120	72	48
Grand Rapids (WOOD)	120	72	48
Lima (WLOK)	60	36	24
†Manchester (WFEA)	100	60	40
†Reading (WEEU)	140	84	56
†Reading (WRAW)	120	72	48
(WRAW available only when WEEU is off the air)			
Richmond (WMBG)	140	84	56
Wilkes-Barre (WBRE)	120	72	48
†York (WORK)	120	72	48
†Harrisburg (WKBO)	100	60	40
(WKBO available only when WORK is used)			
†Lancaster (WGAL)	(No charge—available only with WORK)		
Zanesville (WHIZ)	60	36	24

Central Time Zone

Cities—Call Letters	1 Hr.	½ Hr.	¼ Hr.
Duluth-Superior (WEBC)	$140	$84	$56
Eau Claire (WEAU)	80	48	32
Evansville (WGBF) Terre Haute (WBOW)	160	96	64
†Fort Wayne (WGL)	100	60	40
Madison (WIBA)	140	84	56
Minnesota Network: Mankato (KYSM Rochester (KROC) St. Cloud (KFAM)	120	72	48
Sioux Falls (KSOO)	140	84	56
Sioux Falls (KELO)	80	48	32
(KELO available only when KSOO is off the air)			
Springfield (KGBX)	120	72	48
Wichita (KANS)	100	60	40

SUPPLEMENTARY GROUPS

SOUTHEASTERN GROUP

Eastern Time Zone

(NOTE:—For Atlanta, see Southcentral Group)

Available in a group of not less than five:

Cities—Call Letters	1 Hr.	½ Hr.	¼ Hr.
Charleston (WTMA)	$80	$48	$32
Charlotte (WSOC)	120	72	48
Columbia (WIS)	140	84	56
Florence (WOLS)	(No charge—available only with WIS)		
Greenwood (WCRS)	(No charge—available only to advertisers using both WIS and WFBC)		
Greenville (WFBC)	140	84	56
Asheville (WISE) Bristol (WOPI) Kingsport (WKPT)	(No charge—available only with WFBC)		
Norfolk (WTAR)	160	96	64
Raleigh (WPTF)	240	144	96
Savannah (WSAV)	80	48	32
Winston-Salem (WSJS)	120	72	48
Total for group of 13 (8 paid, 5 bonus)	$1,080	$648	$432

FLORIDA GROUP

Eastern Time Zone

Available only as a group for use with Southeastern or Southcentral

Cities—Call Letters	1 Hr.	½ Hr.	¼ Hr.
Jacksonville (WJAX)	$160	$96	$64
Miami (WIOD)	200	120	80
Tampa (WFLA)	140	84	56
Lakeland (WLAK)	(No charge—available only with WFLA)		
Total for group of 4 (3 paid, 1 bonus)	$500	$300	$200

SOUTHCENTRAL GROUP

Central Standard Time

Available only as a group. WSM, Nashville (see Midsouth Service), must be used with this group, if available.

†Atlanta (WSB)	$400	$240	$160
(NOTE:—Atlanta is in the Eastern Time Zone)			
Birmingham (WBRC)	160	96	64
†Memphis (WMC)	240	144	96
New Orleans (WSMB)	200	120	80
And at least two of the following:			
Jackson (WJDX)	120	72	48
Laurel (WAML) Hattiesburg (WFOR)	No charge. Available only with WJDX		
Mobile (WALA) Pensacola (WCOA)	120	72	48
Montgomery (WSFA)	100	60	40
Total for group of 10 (8 paid, 2 bonus)	$1,340	$804	$536

Individually available with Southcentral:

Chattanooga (WAPO)	$100	$60	$40
Knoxville (WROL)	100	60	40

MIDSOUTH SERVICE

Central Standard Time

WSM, if available, must be used with Southcentral

Nashville (WSM)	$400	$240	$160

SOUTHWESTERN GROUP

Central Standard Time

Available in a group o. not less than seven.

Amarillo (KGNC)	$120	$72	$48
Dallas-Ft. Worth (WFAA-WBAP)	440	264	176
Houston (KPRC)	260	156	104
Little Rock (KARK)	140	84	56
Oklahoma City (WKY)	240	144	96
San Antonio (WOAI)	300	180	120
Shreveport (KTBS)	120	72	48
Tulsa (KVOO)	280	168	112
Total for group of 8	$1,900	$1,140	$760

Individually available with Southwestern:

Corpus Christi (KRIS)	$100	$60	$40
Pittsburgh (KOAM)	120	72	48
Weslaco (KRGV)	100	60	40

NORTHWESTERN GROUP

Central Standard Time

Individually available with Basic Network.

Bismarch (KFYR)	$200	$120	$80
Fargo (WDAY)	160	96	64
Total for group of 2	$360	$216	$144

MOUNTAIN GROUP

Mountain Time Zone

Available only as a group. For use with Basic or Pacific Coast Network.

Denver (KOA)	$300	$180	$120
Salt Lake City (KDYL)	200	120	80
Total for group of 2	$500	$300	$200

NORTH MOUNTAIN GROUP

Mountain Time Zone

Available only as a group for use with Mountain of Pacific Coast Network.

Billings (KGHL)	$120	$72	$48
Boise (KIDO)	120	72	48
Butte (KGIR)	120	72	48
Bozeman (KRBM) Helena (KPFA)	No charge. Available only with KGIR.		
Pocatello (KSEI) Twin Falls (KTFI)	No charge. Available only with complete group		
Total for group of 7 (3 paid, 4 bonus.)	$360	$216	$144

NBC RED NETWORK RATES *(Continued)*

PACIFIC COAST NETWORK

Pacific Time Zone

For use with Mountain Group in conjunction with Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

Fresno (KMJ)	$160	$96	$64
Los Angeles (KFI)	520	312	208
Portland (KGW)	220	132	88
San Francisco (KPO)	420	252	168
Seattle (KOMO)	240	144	96
Spokane (KHQ)	160	96	64
Total for group of 6	$1,720	$1,032	$688

Available with Pacific Coast Network:

Medford (KMED)	$80	$48	$32

SPECIAL SERVICE*

For use with Basic Network:

Havana (CMX)	$200	$120	$80

Available with Pacific Coast Network:

Honolulu (KGU)	160	96	64
Cebu (KZRC) Manila (KZRH)	440	264	176

* (All rates under "Special Service" apply for all periods, day and night. Rates for delayed broadcasts on application.)

NOTE: Havana is in the Eastern Time Zone; Hawaiian Standard Time is 2½ hrs. earlier than PST; Philippine time 13 hrs. later than EST.

† Observed Daylight Saving Time, 1941.

SOUTH MOUNTAIN GROUP

For use with Pacific Coast Network, subject to availability of lines.

El Paso (KTSM)	$120	$72	$48
Arizona Group:			
Phoenix (KTAR)	160	96	64
Safford (KGLU) Tucson (KVOA) Yuma (KYUM)	No charge. Available only when KTAR is used.		
Total for group of 5 (2 paid, 3 bonus)	$280	$168	$112

CANADIAN SERVICE

Individually available with Basic Network.

†Montreal (CBM)	$240	$144	$96
†Toronto (CBL)	300	180	120

Supplementary

†Montreal (CBF) (French Language Station)	300	180	120
Combination Rate:			
CBF-CBM	325	195	130

NOTE: Rates for Canadian Broadcasting Corporation facilities on application. All stations listed above are in Eastern Time Zone.

KSTP—NEWS

In the Twin Cities Market, the two are practically synonomous.

KSTP, foreseeing the vital role that radio eventually would play in keeping people reliably informed, was the first radio station in the United States to establish a news bureau of its own.

For years, the KSTP news bureau has dedicated itself to a policy of giving listeners *all* the news—*complete . . . accurate . . . authentic* . . . and, above all, *unbiased!*

Today—rededicated to its original policy—KSTP maintains a seven-man news bureau staffed with experienced radio news men. Into the KTSP news bureau comes the complete *press wire* reports of the United Press, plus services of the Radio News Association, affording comprehensive coverage of the national and international scene. KSTP's own staff covers the local, state and regional news picture.

In the Twin Cities area, for news — it's KSTP!

Ask Us About News Period Availabilities

KSTP

MINNEAPOLIS - ST. PAUL
Exclusive NBC Affiliate
For the Twin Cities
50,000 Watts • Clear Channel

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Telephone: Circle 7-8300

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BASIC BLUE NETWORK RATES

		Daytime (C) Rates			Evening (A) Rates		
City—Call Letters	Time Zone	1 Hr.	½ Hr.	¼ Hr.	1 Hr.	½ Hr.	¼ Hr.
New York (WJZ)...	E*	$600	$360	$240	$1200	$720	$480
Boston (WBZ)......	E*	240	144	96	480	288	192
Springfield (WBZA).	E*	80	48	32	160	96	64
Providence (WEAN).	E*	100	60	40	200	120	80
Hartford (WNBC)..	E*	60	36	24	120	72	48
Bridgeport (WICC).	E*	80	48	32	160	96	64
Philadelphia (WFIL)	E*	200	120	80	400	240	160
Baltimore (WCBM).	E	80	48	32	160	96	64
Washington (WMAL)	E	100	60	40	200	120	80
Winchester (WINC).	E	(No Charge.)					
Ricdmond (WRNL).	E	70	42	28	140	84	56
Troy-Albany (WTRY)........	E*	80	48	32	160	96	64
Plattsburg (WMFF).	E*	(No charge. Available only when WTRY is used.)					
Poughkeepsie (WKIP).........	E*						
Syracuse (WSYR)...	E*	120	72	48	240	144	96
Rochester (WHAM).	E*	200	120	80	400	240	160
Buffalo (WEBR)....	E*	60	36	24	120	72	48
Pittsburgh (KQV)...	E*	120	72	48	240	144	96
Wheeling (WWVA).	E	120	72	48	240	144	96
(When WWVA power is increased to 50,000 the evening hour rate will be $320.)							
Cleveland (WHK)..	E	170	102	68	340	204	136
Akron (WAKR)....	E	70	42	28	140	84	56
Detroit (WXYZ)....	E	200	120	80	400	240	160
Cincinnati.........		(One Cincinnati station, listed below, must be used.)					
Dayton (WING)....	E	70	42	28	140	84	56
(Not available when WLW is used.)							
Springfield (WIZE)..	E	(No charge. Available only when WING is used.)					
Indianapolis (WISH)	C	90	54	36	180	108	72
Fort Wayne (WOWO)	C*	110	66	44	220	132	88
Chicago (WENR-WLS)....	C*	375	225	150	750	450	300
St. Louis (KXOK)..	C	170	102	68	340	204	136
Columbia (KFRU)..	C	(No charge. Available only when KXOK is used.)					
Davenport (WOC)..	C	60	36	24	120	72	48
Minneapolis-St. Paul (WTCN).........	C	110	66	44	220	132	88
Des Moines (KSO)..	C	90	54	36	180	108	72
Lawrence (WREN).	C	120	72	48	240	144	96
Kansas City (KCMO)	C	100	60	40	200	120	80
		(Effective January 20, 1942)					
Total for Group (Without Cincinnati)...		4045	2427	1618	8090	4854	3236
Cincinnati (WLW)..	E	540	360	240	1080	720	480
Cincinnati (WSAI)..	E	120	72	48	240	144	96

BLUE SOUTHERN GROUP

Individually available with Basic Network.

Memphis (WMPS)..	C	$70	$42	$28	$140	$84	$56
Birmingham (WSGN)	C	70	42	28	140	84	56
Atlanta (WAGA)...	E*	70	42	28	140	84	56
Hot Springs (KTHS).	C	60	36	24	120	72	48
New Orleans (WDSU)	C	90	54	36	180	108	72
Baton Rouge (WJBO)	C	40	24	16	80	48	32
Total for Group........		$400	$240	$160	$800	$480	$320

Optional to Blue Southern

Greenwood (WGRM)	C	$40	$24	$16	$80	$48	$32
Jackson (WSLI)....	C						
Anniston (WHMA)..	C	(No Charge.)					

BLUE SOUTHWESTERN GROUP

Individually available with Basic Network.

Tulsa (KOME).....	C	$60	$36	$24	$120	$72	$48
Oklahoma City (KTOK)..........	C	60	36	24	120	72	48
Ft. Worth-Dallas (KGKO)..........	C	120	72	48	240	144	96
Houston (KXYZ)...	C	100	60	40	200	120	80
Beaumont (KFDM).	C	60	36	24	120	72	48
Total for Group........		$400	$240	$160	$800	$480	$320

OKLAHOMA NETWORK

Optional to Blue Southwestern. Available only as a Group.

Enid (KCRC)......	C	$100	$60	$40	$200	$120	$80
Shawnee (KGFF)...	C						
Muskogee (KBIX)..	C						
Ada (KADA).......	C						
Ardmore (KVSO)...	C						

BLUE MOUNTAIN GROUP

Available only as a group. For use with Basic or Pacific Group.

Denver (KVOD)....	M	$100	$60	$40	$200	$120	$80
Pueblo (KGHF)....	M	(No charge. Available only when KVOD is used.)					
Cheyenne (KFBC)..	M						
Albuquerque (KOB).	M	80	48	32	160	96	64
Salt Lake City (KUTA).........	M	40	24	16	80	48	32
Ogden (KLO)......	M	60	36	24	120	72	48
Total for Group........		$280	$168	$112	$560	$336	$224

(*Night Rates in Effect Jan. 1, 1942.*)

BLUE PACIFIC COAST GROUP

For use with Mountain Group in conjunction with Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

		Daytime (C) Rates			Evening (A) Rates		
City—Call Letters	Time Zone	1 Hr.	½ Hr.	¼ Hr.	1 Hr.	½ Hr.	¼ Hr.
San Francisco (KGO)	P	$140	$84	$56	$280	$168	$112
Los Angeles (KECA).	P	150	90	60	300	180	120
Santa Barbara (KTMS)..........	P	40	24	16	80	48	32
San Diego (KFSD)..	P	70	42	28	140	84	56
Portland (KEX)....	P	80	48	32	160	96	64
Seattle (KJR)......	P	100	60	40	200	120	80
Spokane (KGA).....	P	60	36	24	120	72	48
Sacramento (KFBK).	P	120	72	48	240	144	96
Stockton (KWG)....	P						
Bakersfield (KERN).	P						
Reno (KOH)........	P						
Fresno-Visalia (KTKC)..........	P	60	36	24	120	72	48
Total for Group........		$820	$492	$328	$1640	$984	$656

Optional to Blue Pacific

Wenatchee (KPQ)..	P	20	12	8	40	24	16

BASIC BLUE SUPPLEMENTARIES

Individually available with Basic Network.

Manchester (WMUR)........	E*	$50	$30	$20	$100	$60	$40
Charlottesville (WCHV)..........	E	20	12	8	40	24	16
Jamestown (WJTN).	E*	40	24	16	80	48	32
Olean (WHDL).....	E*	(No charge. Available only when WJTN is used.)					
Erie (WLEU)	E*	60	36	24	120	72	48
Youngstown (WFMJ)	E	50	30	20	100	60	40
Toledo (WTOL)....	E	60	36	24	120	72	48
Louisville (WINN)..	C*	60	36	24	120	72	48
Springfield (WCBS).	C	40	24	16	80	48	32
Milwaukee (WEMP).	C	60	36	24	120	72	48
Dubuque (WKBB)..	C	40	24	16	80	48	32
Omaha (KOWH)....	C	80	48	32	160	96	64
Shenandoah (KMA).	C	70	42	28	140	84	56
Sioux City (KSCJ)..	C	70	42	28	140	84	56

MICHIGAN NETWORK

Available only with WXYZ, Detroit.

Flint (WFDF)......	E	$120	$72	$48	$240	$144	$96
Lansing (WJIM)....	E						
Jackson (WIBM)....	E						
Battle Creek (WELL)	E						
Bay City (WBCM)..	E						

BLUE FLORIDA GROUP

Available only as a group with Basic Network.

Jacksonville (WJHP)	E	$60	$36	$24	$120	$72	$48
Ocala (WTMC).....	E	(No charge. Available only when WJHP is used.)					
Daytona Beach (WMFJ)..........	E	30	18	12	60	36	24
Orlando (WLOF)....	E	30	18	12	60	36	24
Tampa-St. Petersburg (WSUN).........	E	70	42	28	140	84	56
Miami (WKAT)....	E	70	42	28	140	84	56
Total for Florida Network............		$260	$156	$104	$520	$312	$208

BLUE SOUTHEASTERN GROUP

Available only as a group with Basic Network.

Roanoke Rapids (WCBT).........	E	$275	$165	$110	$550	$330	$220
Rocky Mount (WEED).........	E						
Wilmington (WMFD)	E						
High Pt.-Greensboro (WMFR).........	E						
Hickory (WHKY)...	E						
Johnson City (WJHL)..........	E						
Gastonia (WGNC)..	E						
Charlotte (WAYS)..	E						
Spartanburg (WORD).........	E						
Greenville (WMRC).	E						
Columbia (WCOS)..	E						
Augusta (WGAC)...	E						
Kinston (WFTC)...	E						

CANADIAN SERVICE

Montreal (CFCF)....	..	$120	$72	$48	$240	$144	$96
Combination Rate: (CFCF-CBF)..... French-English	..	162½	97½	65	325	195	130

NOTES: Rates for Canadian Broadcasting Corporation Network facilities on application.

E—Eastern Standard Time.
M—Mountain Standard Time.
HST—Hawaiian Standard Time (2½ hours earlier than Pacific.)
*—Observed Daylight Saving Time, 1941.
C—Central Standard Time.
P—Pacific Standard Time.
PIT—Philippine Time—(Add 13 hours to Est).

BASIC SUPPLEMENTARIES

Individually available with Basic Network.

		Daytime (C) Rates			Evening (A) Rates		
City—Call Letters	Time Zone	1 Hr.	½ Hr.	¼ Hr.	1 Hr.	½ Hr.	¼ Hr.
Bangor (WLBZ)....	E*	$60	$36	$24	$120	$72	$48
Augusta (WRDO)...	E*	30	18	12	60	36	24
Wilkes-Barre (WBRE).........	E	60	36	24	120	72	48
Allentown (WSAN).	E*	60	36	24	120	72	48
York (WORK)......	E*	60	36	24	120	72	48
Lancaster (WGAL)..	E*	(No charge. Available only when WORK is used.)					
Harrisburg (WKBO).	E*	50	30	20	100	60	40
(Available only when WORK is used.)							
Altoona (WJAC)....	E	70	42	28	140	84	56
Johnstown (WFBG).	E						
Clarksburg (WBLK).	E	70	42	28	140	84	56
Charleston (WGKV).	E						
Bluefield (WHIS)...	E	40	24	16	80	48	32
Zanesville (WHIZ)..	E	30	18	12	60	36	24
Columbus (WCOL)..	E	60	36	24	120	72	48
Grand Rapids (WOOD).........	E	60	36	24	120	72	48
Fort Wayne (WGL).	C*	50	30	20	100	60	40
(WGL available only when WOWO is not used.)							
Terre Haute (WBOW).........	C	80	48	32	160	96	64
Evansville (WGBF).	C						
Madison (WIBA)...	C	70	42	28	140	84	56
Eau Claire (WEAU)	C	40	24	16	80	48	32
Minnesota Network:							
Mankato (KYSM)..	C	60	36	24	120	72	48
Rochester (KROC)..	C						
St. Cloud (KFAM)..	C						
Duluth-Superior (WEBC).........	C	70	42	28	140	84	56
Sioux Falls (KSOO).	C	70	42	28	140	84	56
Sioux Falls (KELO).	C	40	24	16	80	48	32
(KELO available only when KSOO is off air.)							
Springfield (KGBX).	C	60	36	24	120	72	48
Wichita (KANS)....	C	50	30	20	100	60	40

NORTHWESTERN GROUP

Individually available with Basic Network,

Fargo (WDAY).....	C	$80	$48	$32	$160	$96	$64
Bismarck (KFYR)..	C	100	60	40	200	120	80

MIDSOUTH SERVICE

If available, may be used with Blue Southern.

Nashville (WSM)...	C	$200	$120	$80	$400	$240	$160

SOUTHERN SUPPLEMENTARIES

Individually available with Blue Southern.

Knoxville (WROL)..	C	$50	$30	$20	$100	$60	$40
Chattanooga (WAPO).........	C	50	30	20	100	60	40

SOUTHWESTERN SUPPLEMENTARIES

Individually available with Southwestern.

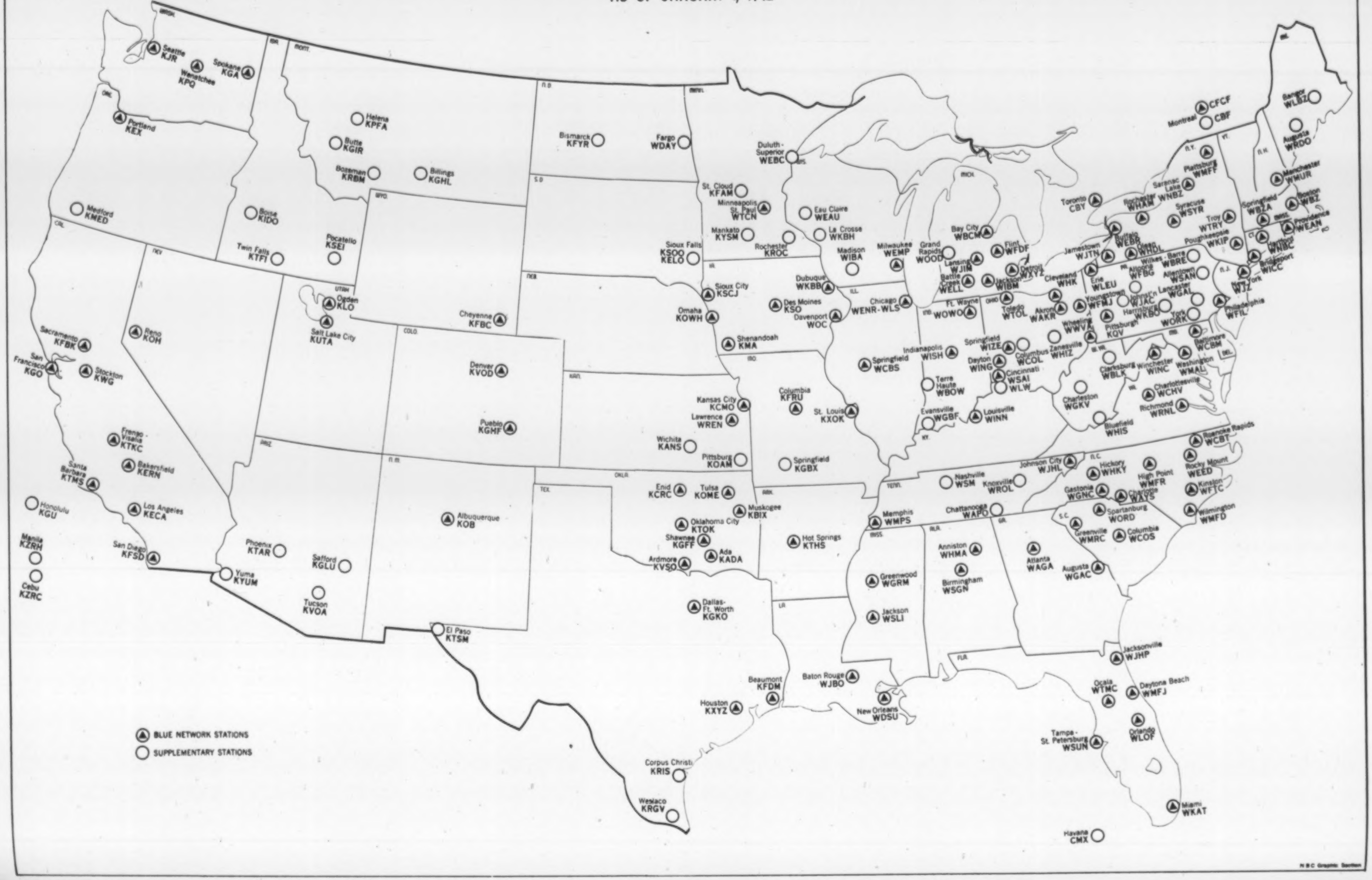
Pittsburg (KOAM)..	C	$60	$36	$24	$120	$72	$48
Corpus Christi (KRIS)...........	C	50	30	20	100	60	40
Weslaco (KRGV)...	C	50	30	20	100	60	40

(Continued on Page 316)

XUM

MAP OF THE BLUE NETWORK

AS OF JANUARY 1, 1942


Seattle KJR
Wenatchee KPQ
Spokane KGA
Portland KEX
Medford KMED
Helena KPFA
Butte KGIR
Bozeman KRBM
Billings KGHL
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Ogden KLO
Salt Lake City KUTA
Reno KOH
Sacramento KFBK
San Francisco KGO
Stockton KWG
Fresno-Visalia KTKC
Bakersfield KERN
Santa Barbara KTMS
Los Angeles KECA
San Diego KFSD
Honolulu KGU
Manila KZRH
Cebu KZRC
Yuma KYUM
Phoenix KTAR
Safford KGLU
Tucson KVOA
El Paso KTSM
Albuquerque KOB
Cheyenne KFBC
Denver KVOD
Pueblo KGHF
Bismarck KFYR
Fargo WDAY
Sioux Falls KSOO KELO
Sioux City KSCJ
Omaha KOWH
Shenandoah KMA
Wichita KANS
Pittsburg KOAM
Kansas City KCMO
Lawrence WREN
Enid KCRC
Tulsa KOME
Muskogee KBIX
Oklahoma City KTOK
Shawnee KGFF
Ada KADA
Ardmore KVSO
Dallas-Ft. Worth KGKO
Houston KXYZ
Beaumont KFDM
Corpus Christi KRIS
Weslaco KRGV
Hot Springs KTHS
Springfield KGBX
Columbia KFRU
St. Louis KXOK
Des Moines KSO
Davenport WOC
Dubuque WKBB
St. Cloud KFAM
Minneapolis St. Paul WTCN
Mankato KYSM
Rochester KROC
Duluth-Superior WEBC
Eau Claire WEAU
La Crosse WKBH
Madison WIBA
Milwaukee WEMP
Chicago WENR-WLS
Springfield WCBS
Grand Rapids WOOD
Bay City WBCM
Flint WFDF
Lansing WJIM
Battle Creek WELL
Jackson WIBM
Detroit WXYZ
Ft. Wayne WOWO
Indianapolis WISH
Terre Haute WBOW
Evansville WGBF
Louisville WINN
Toledo WTOL
Cleveland WHK
Akron WAKR
Springfield WIZE
Dayton WING
Columbus WCOL
Zanesville WHIZ
Cincinnati WSAI WLW
Wheeling WWVA
Youngstown WFMJ
Erie WLEU
Pittsburgh KQV
Altoona WFBG
Johnst'n WJAC
Harrisburg WKBO
Wilkes-Barre WBRE
Allentown WSAN
Lancaster WGAL
York WORK
Philadelphia WFIL
Jamestown WJTN
Buffalo WEBR
Olean WHDL
Rochester WHAM
Syracuse WSYR
Saranac Lake WNBZ
Plattsburg WMFF
Troy WTRY
Poughkeepsie WKIP
New York WJZ
Bridgeport WICC
Hartford WNBC
Springfield WBZA
Boston WBZ
Providence WEAN
Manchester WMUR
Augusta WRDO
Bangor WLBZ
Montreal CFCF CBF
Toronto CBY
Baltimore WCBM
Washington WMAL
Winchester WINC
Clarksburg WBLK
Charleston WGKV
Bluefield WHIS
Charlottesville WCHV
Richmond WRNL
Roanoke Rapids WCBT
Rocky Mount WEED
Kinston WFTC
Wilmington WMFD
High Point WMFR
Hickory WHKY
Gastonia WGNC
Charlotte WAYS
Spartanburg WORD
Greenville WMRC
Columbia WCOS
Augusta WGAC
Atlanta WAGA
Johnson City WJHL
Knoxville WROL
Nashville WSM
Chattanooga WAPO
Memphis WMPS
Anniston WHMA
Birmingham WSGN
Greenwood WGRM
Jackson WSLI
Baton Rouge WJBO
New Orleans WDSU
Jacksonville WJHP
Ocala WTMC
Daytona Beach WMFJ
Orlando WLOF
Tampa-St. Petersburg WSUN
Miami WKAT
Havana CMX
BLUE NETWORK STATIONS
SUPPLEMENTARY STATIONS
N B C Graphic Section

NORTH MOUNTAIN GROUP

Available only as a group for use with Mountain or Pacific Group.

Butte (KGIR)	M	$60	$36	$24	$120	$72	$48
Helena (KPFA)	M	(No charge. Available only when KGIR is used.)					
Bozeman (KRBM)	M						
Billings (KGHL)	M	60	36	24	120	72	48
Boise (KIDO)	M	60	36	24	120	72	48
Pocatello (KSEI)	M	(No charge. Available only if complete Group is used.)					
Twin Falls (KTFI)	M						
Total for Group		$180	$108	$72	$360	$216	$144

PACIFIC SUPPLEMENTARIES

Individually available with Pacific Group.

El Paso (KTSM)	M	$60	$36	$24	$120	$72	$48
Medford (KMED)	P	40	24	16	80	48	32

ARIZONA NETWORK

Phoenix (KTAR)	M	80	48	32	160	96	64
Tucson (KVOA)	M	(No charge. Available only when KTAR is used.)					
Safford (KGLU)	M						
YUMA (KYUM)	M						

CANADIAN

Individually available with Basic.

Toronto (CBL)	E*	$150	$90	$60	$300	$180	$120
Montreal (CBF) (French Language Station)	E	150	90	60	300	180	120

OVERSEAS

Individually available with Basic.

Havana (CMX) (Individually available with Basic Network.)	E	$200	$120	$80	$200	$120	$80
Honolulu (KGU)	HST	$160	$96	$64	$160	$96	$64
Cebu (KZRC)	PIT	440	264	176	440	264	176
Manila (KZRH)							

(For use with Pacific Coast Group. Full rates apply for all periods, day and night.)

DISCOUNTS AND COMMISSIONS

(a) Blue plate discounts**

When one or more of the four supplementary groups (Blue Southern, Blue Southwestern, Blue Mountain and Blue Pacific Coast) are purchased in their entirety with the complete Basic Blue Network, the following special discounts will apply against the total gross billing of the Blue facilities purchased. Such discounts do not apply to WLW, nor to the "Other Stations" listed in the right-hand panel, above.

One group whose evening hour rate equals $500 or more	5%
Two groups whose combined evening hour rate equals $1,000 or more	10%
Three groups whose combined evening hour rate equals $1,500 or more	15%
All four groups	20%

(These discounts are predicated on the gross rate of one evening hour per group, applicable to standard quarter, half or full hour, day or evening purchases.)

(b) Weekly discounts for 13 or more consecutive weeks network broadcasting.

Contracted value of Network Time at Gross Rates†	Rate of Discount on Weekly Gross Billing†
Less than $2,000 per week	None
$2,000 or more but less than $4,000 per week	2½%
$4,000 or more but less than $8,000 per week	5 %
$8,000 or more but less than $12,000 per week	7½%
$12,000 or more but less than $18,000 per week	10 %
$18,000 or more per week	12½%

(†After deduction of Blue Plate Discounts, if earned.)

All Blue network contracts for the same advertiser, except contracts taking Blue Pacific Coast regional discounts, may be combined for determining the weekly rate.

Network Programs Between 8:00 and 10:00 P.M. New York Time

Where WLW or any of the "Other Stations" listed on the right hand panel as "available with the Blue" are used on network programs between 8:00 and 10:00 P.M. New York Time, and on their rebroadcasts, the weekly rate of discount (or the annual discount) on these stations only will be reduced 5%. For example, 12½% becomes 7½%; 25% becomes 20%.

(c) Annual rebate for 52 consecutive weeks network broadcasting.

A rebate of 12½% of the gross billing (after deduction of Blue Plate Discounts, if earned,) will apply on all facilities used during the rebate-fiscal year, except on such facilities as are discontinued prior to the end of the rebate-fiscal year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

(d) 25% Annual discount.

A discount of 25% in lieu of weekly volume discounts (b) and annual rebates (c) will be allowed currently to advertisers whose contracted gross network billing equals or exceeds $1,500,000 within a twelve-month fiscal year period, after deduction of Blue Plate Discounts, if earned. See Note above on Network Programs between 8:00 and 10:00 P.M. New York Time.

(e) Net billings (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. Commissions are allowed only to recognized advertising agencies.

(f) No commission is allowed on program charges.

(g) No cash discounts—Bills are due and payable when rendered.

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Honolulu, Havana and Philippine Islands.

(a) 6:00 P.M. to 11:00 P.M. Gross Evening Rates.

(b) 12:00 Noon to 6:00 P.M., Sundays only. Three-quarters gross rates.

(c) 11:00 P.M. to 12:00 Midnight and 8:00 A.M. to 6:00 P.M. (exclusive of Sunday afternoon). One-half Gross Evening Rates.

(d) 12:00 Midnight to 8:00 A.M. One-third Gross Rates. Service is available only if a regularly scheduled program precedes or follows.

(e) Rates for periods longer than one hour are in exact proportion to the corresponding hour rate.

TERMS OF USE

(a) No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the network, subject to card rate and regulations.

(b) All programs are subject to program policies and approval of the network.

(c) The closing date is three weeks in advance of the initial program.

PRODUCTION SERVICES

(a) The services of the Program Department in arranging and presenting programs are available to Network clients.

(b) No special charge is made for facilities when programs originate in the Network's Studios in New York City, Chicago, Washington, San Francisco and Hollywood provided the city in which the program originates is included in the Network facilities ordered. A special charge, subject to agency commission but not to discount or rebate, is made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

This rate card is for the information of advertisers, and is not to be regarded as an offer of facilities. Rates herein are subject to change without notice.

NO GUESSING

NBC is now available to the Minnesota Arrowhead and Iron Range areas 100% of the time* through WEBC, WMFG and WHLB—you can be sure too!

*Certified Coverage.

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and RATES

Rates Set Forth Under Mutual's Volume Plan

441 North Michigan Ave., Chicago, Ill.
Phone: Superior 0100

1440 Broadway, New York City
Phone: Pennsylvania 6-9600

BOARD OF DIRECTORS

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Keith Masters, Chicago, *Legal Advisor*

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H. K. Carpenter, WHK, Cleveland
William Dolph, WOL, Washington
W. E. Macfarlane, WGN, Chicago
Eugene O'Fallon, KFEL, Denver
Frank Schreiber, WGN, Chicago
John Shepard III, Colonial, Boston
T. C. Streibert, WOR, New York
Hulbert Taft, Jr., WKRC, Cincinnati
Lewis Allen Weiss, Don Lee, Hollywood
E. W. Wood, Jr., MBS, New York, *Sales Manager*

NEW YORK STAFF

E. W. Wood Jr., *Sales Manager;* Robert A. Schmid, *Sales Promotion Director;* Wallace A. Walker, *Statistician;* Sidney P. Allen, Curtis Harrison, Morris Mudge, Jack R. Overall, *Sales Representatives;* John Mitchell, *Sales Service;* Paula Y. Nicoll, *Traffic and Time Clearance;* Lester Gottlieb, *Publicity Director;* Paul Jonas, *Copyright Clearance Supervisor;* Adolph Opfinger, *Program Service Manager;* Andrew L. Poole, *Traffic Manager;* Tom Slater, *Sports Coordinator.*

CHICAGO STAFF

Miles E. Lamphiear, *General Auditor and Office Manager;* Adolf N. Hult, *Western Sales Manager;* Tom Harker, *Sales Representative;* Myrtle Goulet, *Traffic Manager;* Don Pontius, *Sales Service.*

GROSS RATES OF BASIC (REQUIRED) STATIONS

	Quarter-Hour		Half-Hour		One Hour	
	N	D	N	D	N	D
WOR, New York	$440	$240	$660	$360	$1.100	$600
WGN, Chicago	300	165	450	245	750	405
WIP, Philadelphia	142	76	225	115	355	178
CKWL, Detroit-Windsor	125	63	200	100	320	160
WLOL, Minneapolis-St Paul.*	65	26	106	40	175	65
WHK, Cleveland (Night)	136		204		340	
WCLE, Cleveland (Day)		37		56		93
WOL, Washington	72	36	108	54	180	90
WFBR, Baltimore	120	60	180	90	300	150
KWK, St. Louis	110	50	165	90	275	160
WCAE, Pittsburgh	190	95	300	150	475	238
WGR, Buffalo	120	50	180	75	300	125
WKRC, Cincinnati	100	50	150	75	250	125
WHB, Kansas City	96	40	144	72	240	120
WIBC, Indianapolis	62	35	108	62	180	108
KFEL, Denver	40	30	70	53	120	90
WSAY, Rochester	60	30	90	56	160	90
†WHKC, Columbus	26	26	39	39	65	65
WAGE, Syracuse	80	40	120	60	200	100
WHBF, Rock Island	52	30	78	50	130	80
KFOR, Lincoln	25	20	50	40	100	80
KLO, Ogden-Salt Lake City	60	30	90	45	150	75
Colonial Stations*	656	328	984	492	1,640	820
Don Lee Network	740	370	1.110	555	1,850	925
Total-required Basic Stations	$3.817	$1.927	$5.811	$2.974	$9.655	$4.942

*WNAC Boston, will be substituted for WAAB, Boston starting June 15, 1942. Rate includes WAAB, WEAN, and WICC.
†Operates to Sundown, Calif

MUTUAL VOLUME PLAN

The Volume Plan is based on an expenditure of a minimum amount of money.
Requirements: #1: Minimum dollar volume (combination #2 and #3)

#2: Basic required stations.
#3: 20% of the cost of basic stations must be spent on supplementaries selected by advertiser.

NOTE: Any amount over the above minimum dollar volume may be spent wherever desired and the same discounts apply to all stations available to the Volume Plan.
All rates shown on these pages are gross and subject to the following discounts:
These discounts apply to all broadcasts within one year.

13 Times 20%
26 Times 25%
52 Times 35%
104 Times 40%
156 Times 42½%
208 Times 45%
256 Times 50%

Day rates apply from 8:00 A.M. to 6:00 P.M. Evening rates from 6:00 P.M. to 11:00 P.M.

For Sunday rates and rates for all other than Volume Plan consult the Mutual Broadcasting System.

Rates published for the convenience of advertisers are not to be considered as an offer of facilities. All data herein are subject to change without notice.

COLONIAL STATIONS

Boston	WAAB
Boston (June 15, 1942)	WNAC
Providence	WEAN
*a*Pawtucket-Providence	WFCI
Hartford	WTHT
*b*New Haven-Bridgeport	WELI
Springfield	WSPR
Bridgeport-New Haven	WICC
Waterbury	WATR
New Bedford	WNBH
Fall River	WSAR
Lowell-Lawrence	WLLH
Pittsfield	WBRK
Lewiston-Auburn	WCOU
New London	WNLC
Rutland	WSYB
Greenfield	WHAI
Laconia	WLNH

(a) If WEAN is unable to clear time, substitute WFCI until June 1, 1942.
(b) If WICC is unable to clear time, substitute WELI until June 1, 1942.

DON LEE NETWORK

Los Angeles	KHJ
San Francisco	KFRC
Seattle	KOL
Portland	KALE
San Diego	KGB
Spokane	KGA
Tacoma	KMO
Fresno	KFRE
Bakersfield	KPMC
San Bernardino	KFXM
Santa Barbara	KDB
Yakima	KIT
Santa Ana	KVOE
Everett	KRKO
Eugene	KORE
Klamath Falls	KFJI
Aberdeen, Wash	KXRO
Eureka	KIEM
Olympia	KGY
Marysville	KMYC
Merced	KYOS
El Centro	KXO
Chico	KHSL
San Luis Obispo	KVEC
Monterey	KDON
Redding	KVCV
Marshfield	KOOS
Longview	KWLK
Roseburg	KRNR
Centralia-Chehalis	KELA
Albany, Oregon	KWIL
Astoria	KAST

(Continued on Page 318)

—and in Kansas City, everybody's favorite station is WHB . . . .
Key Station for the Kansas State Network of the Mutual Broadcasting System

WHB has no national representative.
For availabilities and information,
wire or 'phone collect to DON DAVIS,
Harrison 1161, Kansas City, Missouri

GROSS RATES OF SUPPLEMENTARIES (CHOICE)

NORTHEAST

	Quarter-hour		Half-Hour		One Hour	
	N	D	N	D	N	D
WJW, Akron	$40	$25	$60	$40	$110	$75
WABY, Albany, N. Y.	48	24	72	36	120	60
WILM, Wilmington	40	30	65	45	100	70
WARM, Scranton	31	16	51	27	85	45
WHBC, Canton	40	24	60	36	100	60
WKBO, Harrisburg	48	35	75	55	125	85
WNBF, Binghamton	50	30	75	45	125	75
WBAX, Wilkes-Barre	36	22	53	33	75	49
WGAL, Lancaster	40	30	65	45	100	70
WORK, York	48	35	75	55	125	85
WENY, Elmira	28	20	42	30	70	50
WSTV, Steubenville	32	22	48	33	80	55
WEST, Easton	35	28	55	40	85	60
WLBZ, Bangor	48	24	72	36	120	60
WEIM, Fitchburg	32	16	48	24	80	40
WPAY, Portsmouth	30	20	45	29	75	38
WJEJ, Hagerstown	40	27	60	40	90	60
WAZL, Hazleton	35	28	55	40	85	60
WKNY, Kingston, N. Y.	32	16	48	24	80	40
WRDO, Augusta	24	12	36	18	60	30

Everything Points To

ROCKFORD

☆ A GREAT DEFENSE MARKET

☆ LOCATION OF CAMP GRANT

☆ 2ND MACHINE TOOL CITY IN U. S.

☆ PAYROLLS HITTING NEW HIGHS

☆ RETAIL SALES 40% OVER 1940

☆ RATED BY FORBES AND SALES MANAGEMENT AS HIGH-SPOT CITY

WROK

ROCKFORD'S 1000 WATT MUTUAL OUTLET

Owned and Operated by
Rockford Consolidated Newspapers, Inc—
The Rockford Morning Star and Register-Republic

National Representatives:
HEADLEY-REED CO.

ROCKFORD IS 100 MILES WEST OF CHICAGO

MIDWEST

KOIL, Omaha	65	26	130	52	260	104
KSO, Des Moines	40	22	80	34	160	56
WLAV, Grand Rapids	40	25	60	40	100	65
KFBI, Wichita	80	40	120	60	200	100
WROK, Rockford	40	30	66	50	110	75
KGHI, Little Rock	20	12	30	18	50	30
WMT, Cedar Rapids	60	42	100	65	200	113
KDTH, Dubuque	40	20	60	30	100	50
KSAL, Salina	30	15	45	27	75	45
KOTN, Pine Bluff	15	15	20	20	35	35
KWFC, Hot Springs	18	12	28	19	40	27
KWOS, Jefferson City	20	15	35	25	60	40
KTSW, Emporia	20	16	30	24	50	40
KGGF, Coffeyville	25	15	40	25	75	45
KBTM, Jonesboro	20	15	30	23	50	38
KMA, Shenandoah	45	25	75	45	130	80
KVGB, Great Bend	18	18	30	30	50	50

SOUTHEAST

WRNL, Richmond	56	34	84	50	140	84
WGH, Newport News-Norfolk	30	20	45	30	75	50
WSOC, Charlotte	48	30	77	45	120	75
WSLS, Roanoke	24	24	36	36	60	60
WCOS, Columbia, S. C.	28	20	42	30	70	50
WCMI, Ashland-Huntington	27	19	43	33	75	60
WAIR, Winston-Salem	30	20	45	40	80	70
WMRC, Greenville	24	24	36	36	60	60
WRAL, Raleigh	27	20	45	30	72	45
WLVA, Lynchburg	24	24	36	36	60	60
WBTM, Danville	24	24	36	36	60	60
WSTP, Salisbury	18	15	33	28	58	50
WBBB, Burlington, N. C.	..	25	..	45	..	75

SOUTHERN

WATL, Atlanta	60	30	96	48	160	80
WNOE, New Orleans	40	20	75	35	120	60
WMPS, Memphis	56	35	84	53	140	88
WGRC, Louisville	40	25	70	45	120	75
WSGN, Birmingham	54	27	90	65	150	75
WSIX, Nashville	50	25	75	45	125	75
WJHP, Jacksonville	45	23	68	34	125	58
WDEF, Chattanooga	40	20	60	30	100	50
WBIR, Knoxville	40	20	60	30	100	50
WTSP, St. Petersburg-Tampa	32	24	48	36	80	60
WGBF, Evansville	60	48	90	72	150	120
WLAP, Lexington	36	25	58	45	100	75
WMOB, Mobile	33	18	55	30	95	50
WBML, Macon	28	20	50	36	80	60
WJBY, Gadsden	20	12	35	21	60	36
WTJS, Jackson, Tenn.	18	13	35	25	50	40
WALB, Albany, Ga.	32	16	48	24	80	40
*WRUF, Gainesville	30	20	50	30	75	50
WHBB, Selma	18	12	30	20	60	30
WMSL, Decatur	10	10	18	18	35	35
WBLJ, Dalton	20	20	30	30	50	50
WDAK, West Point, Ga.	23	15	41	27	68	45
WWPG, Lake Worth	30	23	45	41	75	60
WFTL, Fort Lauderdale	35	35	50	50	75	75

*Operates to Sundown, Denver, Colo.

SOUTHWEST

KXYZ, Houston	80	40	120	60	200	100
WRR, Dallas	68	44	102	66	170	110
KABC, San Antonio	36	18	57	28	90	45
KFJZ, Fort Worth	68	44	102	66	170	110
KOCY, Oklahoma City	45	25	70	35	120	60
KOME, Tulsa	48	24	72	36	120	60
KNOW, Austin	30	15	45	23	75	38
KRIS, Corpus Christi	48	24	72	36	120	60
KPAC, Port Arthur-Beaumont	40	20	66	33	110	55
KFDA, Amarillo	30	18	45	27	75	45
WACO, Waco	28	15	50	25	75	40
KGKL, San Angelo	18	18	29	29	50	50
KCMC, Texarkana	16	16	27	27	50	50
KRBC, Abilene	18	18	29	29	50	50
KBST, Big Spring	15	14	25	23	45	40
KRRV, Sherman	22	14	35	22	56	38
KTEM, Temple	15	15	25	25	45	45
KRGV, Weslaco	40	20	64	32	100	50

NORTH CENTRAL

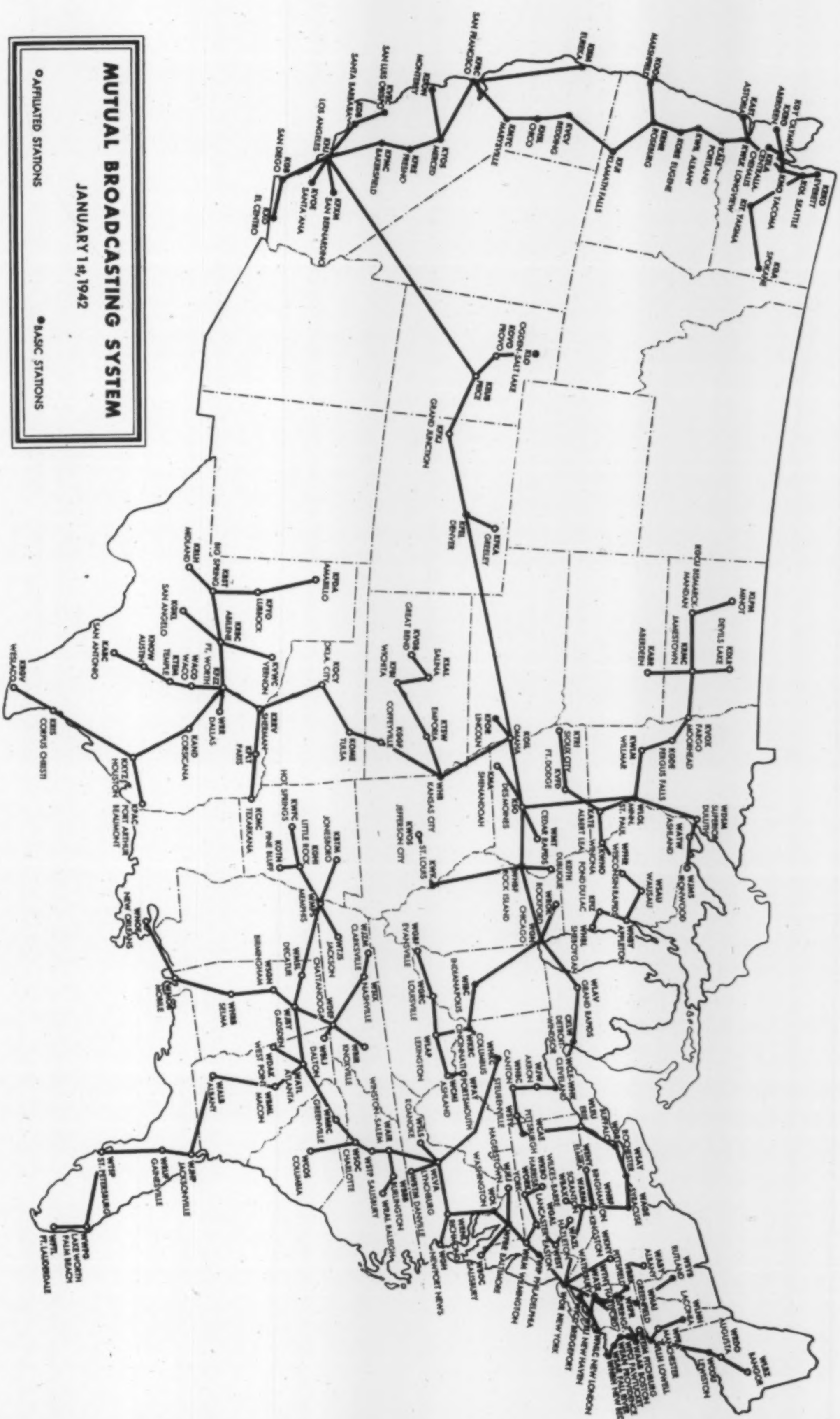
WDSM, Duluth-Superior	20	10	35	18	60	30
KTRI, Sioux City	36	22	60	36	100	60
KVOX, Fargo-Moorhead	34	24	51	36	85	60
KVFD, Fort Dodge	21	14	36	24	60	40
KWNO, Winona	27	18	45	30	75	50
KGCU, Bismarck-Mandan	15	15	28	28	50	50
KABR, Aberdeen	40	22	60	33	100	55
KLPM, Minot	30	15	45	23	75	38
KATE, Albert Lea	34	19	50	29	84	48
KGDE, Fergus Falls	13	9	25	18	50	35
KRMC, Jamestown	25	15	40	25	60	40
KDLR, Devils Lake	18	18	30	30	50	50
KWLM, Willmar	20	12	30	18	50	30
WHBL, Sheboygan	32	16	48	24	80	40
WHBY, Appleton	28	14	42	21	70	35
WSAU, Wausau	28	12	42	18	70	30
KFIZ, Fond du Lac	24	12	36	18	60	30
WFHR, Wisconsin Rapids	28	12	42	18	70	30
WJMS, Ironwood	24	12	36	18	60	30
WATW, Ashland	24	12	36	18	60	30

MOUNTAIN

KFXJ, Grand Junction	20	15	30	25	50	40
KFKA, Greeley	28	28	42	42	70	70
KOVO, Provo	14	7	23	12	38	19
KEUB, Price	8	8	12	12	20	20

Map of the Mutual Broadcasting System

(As of January 1, 1942)


MUTUAL BROADCASTING SYSTEM
JANUARY 1st, 1942
○AFFILIATED STATIONS
●BASIC STATIONS
KOL SEATTLE
KMO TACOMA
KIT YAKIMA
KGA SPOKANE
KALE PORTLAND
KORE EUGENE
KFJI KLAMATH FALLS
KHJ LOS ANGELES
KFRC SAN FRANCISCO
KGB SAN DIEGO
KVOR
KFEL DENVER
KSL
KOIL OMAHA
WHB KANSAS CITY
WGN CHICAGO
WOL WASHINGTON
WOR NEW YORK
WNAC BOSTON
WGR
WHK-WCLE CLEVELAND
CKLW DETROIT WINDSOR
WSM
WGST ATLANTA
WNOE NEW ORLEANS
KTRH
WFAA
WGL
KXYZ HOUSTON
WBAP FT. WORTH

CANADIAN BROADCASTING CORPORATION: EXECUTIVES and RATES

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Dr. Augustin Frigon, Victoria Bldg., Ottawa, Canada, *Asst. General Manager*
Donald Manson, Victoria Bldg., Ottawa, Canada, *Chief Executive Assistant*
Harry Baldwin, Victoria Bldg., Ottawa, Canada, *Treasurer*
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H. Bramah, Victoria Bldg., Ottawa, Canada, *Accountant*

NATIONAL PROGRAMME OFFICE

55 York Street, Toronto

E. L. Bushnell, *General Programme Supervisor*
George A. Taggart, *Asst. General Programme Supervisor*
Charles Jennings, *Supervisor of Programme Planning*
E. W. Jackson, *Supervisor of Traffic*
Rupert Lucas, *Supervisor of Drama*
T. W. Baker, *Supervisor of Programme Clearance*
R. T. Bowman, *Supervisor of Actuality Broadcasts*
T. O. Wiklund, *Asst. Supervisor of Actuality Broadcasts*
H. W. Morrison, *Supervisor of Talks*
W. H. Brodie, *Supervisor of Broadcast Language*
J. Frank Willis, *Supervisor of Feature Programmes*
O. J. W. Shugg, *Supervisor of Farm Broadcasts*
C. R. Delafield, *Supervisor of Institutional Broadcasts*
D. C. McArthur, *Chief News Editor*
H. E. S. Hamilton, *Technical Liaison Officer*
R. E. Sneyd, *Office Manager*
A. J. Black, *Chief of Records*

PRESS AND INFORMATION DEPARTMENT

55 York St., Toronto

E. A. Weir, *Supervisor*
S. A. Blangsted, *Asst. to Supervisor*

ENGINEERING DEPARTMENT

Keefer Bldg., Montreal, Que.

G. W. Olive, *Chief Engineer*
J. A. Ouimet, *Asst. Chief Engineer*
J. Carlisle, *Supervising Broadcast Engineer* (Transmitter)
W. Nichols, *Supervising Broadcast Engineer* (Studio)
D. G. McKinstry, *Chief Architect*
K. A. McKinnon, *Development and Research Engineer*
W. G. Richardson, *Development and Research Engineer*
G. E. Sarault, *Quebec Regional Engineer*
H. F. Chevrier, *Coverage Statistics*
C. E. Stiles, *Supervisor, Purchasing and Stores*

STATION RELATIONS DEPARTMENT

55 York Street, Toronto

J. R. Radford, *Supervisor*
D. M. Neill, *Asst. to Supervisor*
A. B. M. Bell, *Regulations and Policy*
C. Maclin, *Statistics of Programme Distribution*
W. J. Dunlop, *Continuities*

COMMERCIAL DEPARTMENT

55 York Street, Toronto

E. A. Weir, *Commercial Manager*
W. E. Powell, *Asst. Commercial Manager*
Edgar Stone, *Supervisor of Programme Clearance*
W. R. Johnston, *Commercial Representative*
A. Barr, *Costing and Billing*
T. T. Odell, *Supervisor of Subsidiary Hookups*
A. Dickson, *Network and Spot Booking Clerk*

1231 St. Catherine Street, W., Montreal

J. A. Dupont, *Commercial Manager—Quebec Division*
H. Butler, *Asst. to Commercial Manager—Quebec Division*

REGIONAL OFFICES

MARITIME REGION—Nova Scotian Hotel, Halifax, N. S.

George Young, *Regional Representative*
R. B. W. Marven, *Producer (Farm Broadcasts)*
L. A. Canning, *Broadcast Operator*
H. M. Smith, *Regional Engineer (CBA Transmitter), Sackville*

QUEBEC REGION—Studios 1231 St. Catherine Street, W. Montreal

J. M. Beaudet, *Asst. Supervisor of Programmes, Quebec Division*
O. Renaud, *Manager of Studios*
G. Arthur, *Asst. Programme Director*
A. Seguin, *Supervisor, Educational Broadcasts, Quebec Division*
A. Goudrault, *Supervisor of Station Relations, Quebec Division*
L. Houle, *Supervisor of Press and Information, Quebec Division*
E. D. Roberts, *Chief Broadcast Operator*
L. L'Allier, *Chief Broadcast Operator, CBF Transmitter—Vercheres, P.Q.*
R. A. Scantlebury, *Chief Broadcast Operator, CBM Transmitter—Marieville, P.Q.*
M. Valiquette, *Station Manager, CBV Quebec City, P.Q.*
C. Frenette, *Supervising Broadcast Operator, CBV Studios, Quebec City, P.Q.*
J. E. Pelland, *Supervising Broadcast Operator, CBV Transmitter, Charlesbourg, P.Q.*
V. Fortin, *Station Manager, CBJ Chicoutimi, P.Q.*
J. E. Roberts, *Supervising Broadcast Operator, CBJ Chicoutimi, P.Q.*

ONTARIO REGION—805 Davenport Road, Toronto

D. Claringbull, *Regional Representative*
H. G. Walker, *Station Manager, CBL and CBY*
Miss H. Ball, *Asst. to Press and Information Representative*
T. W. Deachman, *Regional Programme Compiler*
R. H. Gluns, *Traffic Manager—Toronto Studios*
M. L. Poole, *Regional Engineer*
W. A. Reid, *Chief Broadcast Operator, Toronto Studios*
W. A. Shane, *Chief Broadcast Operator, CBL Transmitter, Hornby*
W. Anderson, *Manager Station CBO, Chateau Laurier Hotel, Ottawa*
E. C. Stewart, *Chief Broadcast Operator, CBO, Ottawa*
S. Howker, *Supervising Broadcast Operator, CBO Transmitter, Hawthorne*
E. C. Finlay, *Supervising Broadcast Operator, Short Wave Receiving Station*

PRAIRIE REGION—(Manitoba, Saskatchewan and Alberta)

300 Manitoba Telephone Building, Winnipeg, Manitoba

J. Kannawin, *Regional Representative*
C. E. L'Ami, *Press and Information Representative*
L. J. Marshal, *Supervising Broadcast Operator, Station CBK Watrous, Sask.*

BRITISH COLUMBIA REGION—Hotel Vancouver, Vancouver, B.C.

Ira Dilworth, *Regional Representative*
N. R. Olding, *Regional Engineer*
F. B. C. Hilton, *Supervising Broadcast Operator—CBR Studio*
A. Staniforth, *Supervising Broadcast Operator—CBR Transmitter*

CBC NETWORK RATES

(In Effect Jan. 1, 1942)

Station rates quoted below are subject to frequency and regional discounts. Wire line rates, net.

MARITIME REGIONAL NETWORK

(Atlantic Time Zone)

	1 Hr.	½ Hr.	¼ Hr.
Sydney (CJCB)	$45.00	$27.00	$18.00
Halifax (CHNS)	50.00	30.00	20.00
Charlottetown (CFCY)	45.00	27.00	18.00
*Sackville (CBA)	30.00	18.00	12.00
Moncton (CKCW)	25.00	15.00	10.00
Saint John (CHSJ)	50.00	30.00	20.00
Fredericton (CFNB)	45.00	27.00	18.00
Total for Group	$290.00	$174.00	$116.00
Wire Line Rates	$53.00	$46.00	$38.00

QUEBEC REGIONAL NETWORK

(Eastern Time Zone)

New Carlisle (CHNC)	$45.00	$27.00	$18.00
Rimouski (CJBR)	50.00	30.00	20.00
Chicoutimi (CBJ)	25.00	15.00	10.00
Quebec (CBV)	70.00	42.00	28.00
†Montreal (CBF) †Montreal (CBM)	325.00	195.00	130.00
Total for Group	$515.00	$309.00	$206.00
Wire Line Rates	$56.00	$48.00	$40.00

ONTARIO REGIONAL NETWORK

(Eastern Time Zone)

Ottawa (CBO)	$80.00	$48.00	$32.00
Kingston (CFRC)	25.00	15.00	10.00
Toronto (CBL)	300.00	180.00	120.00
Sudbury (CKSO)	50.00	30.00	20.00
North Bay (CFCH)	25.00	15.00	10.00
Kirkland Lake (CJKL)	40.00	24.00	16.00
Timmins (CKGB)	40.00	24.00	16.00
Fort William (CKPR)	45.00	27.00	18.00
Total for Group	$605.00	$363.00	$242.00
Wire Line Rates	$89.00	$75.00	$62.00

PRAIRIE REGIONAL NETWORK

(Central Time Zone)

Winnipeg (CKY)	$120.00	$72.00	$48.00
Brandon (CKX)	33.00	20.00	13.00

(Mountain Time Zone)

Regina (CKCK)	$70.00	$42.00	$28.00
*Watrous (CBK)	30.00	18.00	12.00
Moose Jaw (CHAB)	25.00	15.00	10.00
Saskatoon (CFQC)	60.00	36.00	24.00
Prince Albert (CKBI)	30.00	18.00	12.00
Edmonton (CJCA)	80.00	48.00	32.00
Calgary (CFAC)	80.00	48.00	32.00
Lethbridge (CJOC)	30.00	18.00	12.00
Total for Group	$558.00	$335.00	$223.00
Wire Line Rates	$91.00	$78.00	$65.00

BRITISH COLUMBIA REGIONAL NETWORK

(Pacific Time Zone)

Kamloops (CFJC)	$30.00	$18.00	$12.00
Kelowna (CKOV)	35.00	21.00	14.00
Trail (CJAT)	35.00	21.00	14.00
Vancouver (CBR)	120.00	72.00	48.00
Total for Group	$220.00	$132.00	$88.00
Wire Line Rates	$56.00	$48.00	$40.00

THE NATIONAL NETWORK

Total for 35 Outlets	$2.188.00	$1.313.00	$875.0
Wire Line Rates	$345.00	$295.00	$245.0

*Rates for CBA, Sackville, N.B., and CBK, Watrous, Sask. are temporary and subject to change without notice.

†When only one Montreal station is included in Quebec Region, the following rates apply:

CBF	$250.00	$150.00	$100.0
CBM	150.00	90.00	60.0

Note: Announcements are made in French on programmes transmitted from CBF (French Outlet). No charge made to sponsor for translation of continuity. CBM—English Outlet.

EXPLANATORY NOTES

The individual station rates shown on this card apply when stations are used in conjunction with CBC National or Regional Networks.

All station rates are quoted on basis of *Local Time.*

Station rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.

Supplementary station rates available on application.

STATION RATE CLASSIFICATIONS

a. 6:00 p.m. to 11:00 p.m.—Gross station rates as listed on this card.

b. 12:00 noon to 6:00 p.m. on Sunday—75% of gross station rates.

c. After 11:00 p.m. and before 6:00 p.m. on Weekdays—60% of gross station rates. After 11:00 p.m. and before 12:00 noon on Sundays—60% of gross station rates.

DISCOUNTS

a. Frequency discount on Gross Station Costs for number of periods under contract within 12 months.

Less than 13 times	Net
13 to 25	5%
26 to 51	10%
52 and over (Maximum allowed)	15%

b. Regional discount on Station Costs after frequency discount deducted applicable to contracts for 13 or more consecutive periods.

1 Region	5%
2 Regions	10%
3 Regions	15%
4 Regions	20%
5 Regions (The National Network)	25%

WIRE LINE RATES

a. Regional wire line rates as shown on this card apply when programmes are supplied to the National Network or to individual regions provided point of programme pick-up is within such region. A special line charge is made when point of programme pick-up does not conform to the above conditions and where additional facilities are required.

b. Wire line rates as listed applicable to day or evening periods.

c. Wire line rates are net per occasion, subject to 15% agency commission only.

d. Wire line rates for periods longer than one hour available on application.

COMMISSIONS AND CASH DISCOUNTS

a. Net billing (gross station costs less frequency and regional discounts, if any—plus wire line costs) shall be subject to an advertising agency commission of 15%.

b. No commission on programme charges.

c. No cash discounts. Bills due and payable when rendered.

TERMS OF USE

a. No contract accepted for less than one occasion per week for thirteen consecutive weeks—except in cases of *special events.*

b. Minimum period accepted is fifteen minutes. No periods are sold in bulk for re-sale.

c. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

d. Rates quoted herein Subject to Change Without Notice.

FRENCH NETWORK STATIONS

Atlantic Standard Time

New Carlisle, P. Q.	CHNC*	610

Eastern Standard Time

Rimouski, P. Q.	CJBR*	900
Chicoutimi, P. Q.	CBJ*	1580
Ste. Anne de la Pocatiere, P. Q.	CHGB	1230
Quebec, P. Q.	CBV*	980
Quebec, P. Q.	CHRC	800
Montreal, P. Q.	CBF*	690
Hull, P. Q.	CKCH	1240

NATIONAL NETWORK SUBDIVISIONS

EASTERN	Maritime Provinces, Quebec and Ontario Stations.
MARITIME	Nova Scotia, New Brunswick and Prince Edward Island Stations.
MIDEAST	Ontario and Quebec Stations.
WESTERN	Stations in Winnipeg and West.
CENTRAL	Stations in Central Time Zone
MIDWEST	Manitoba, Saskatchewan and Alberta Stations.
MOUNTAIN	Stations in Mountain Time Zone.
PACIFIC	Stations in Pacific Zones.

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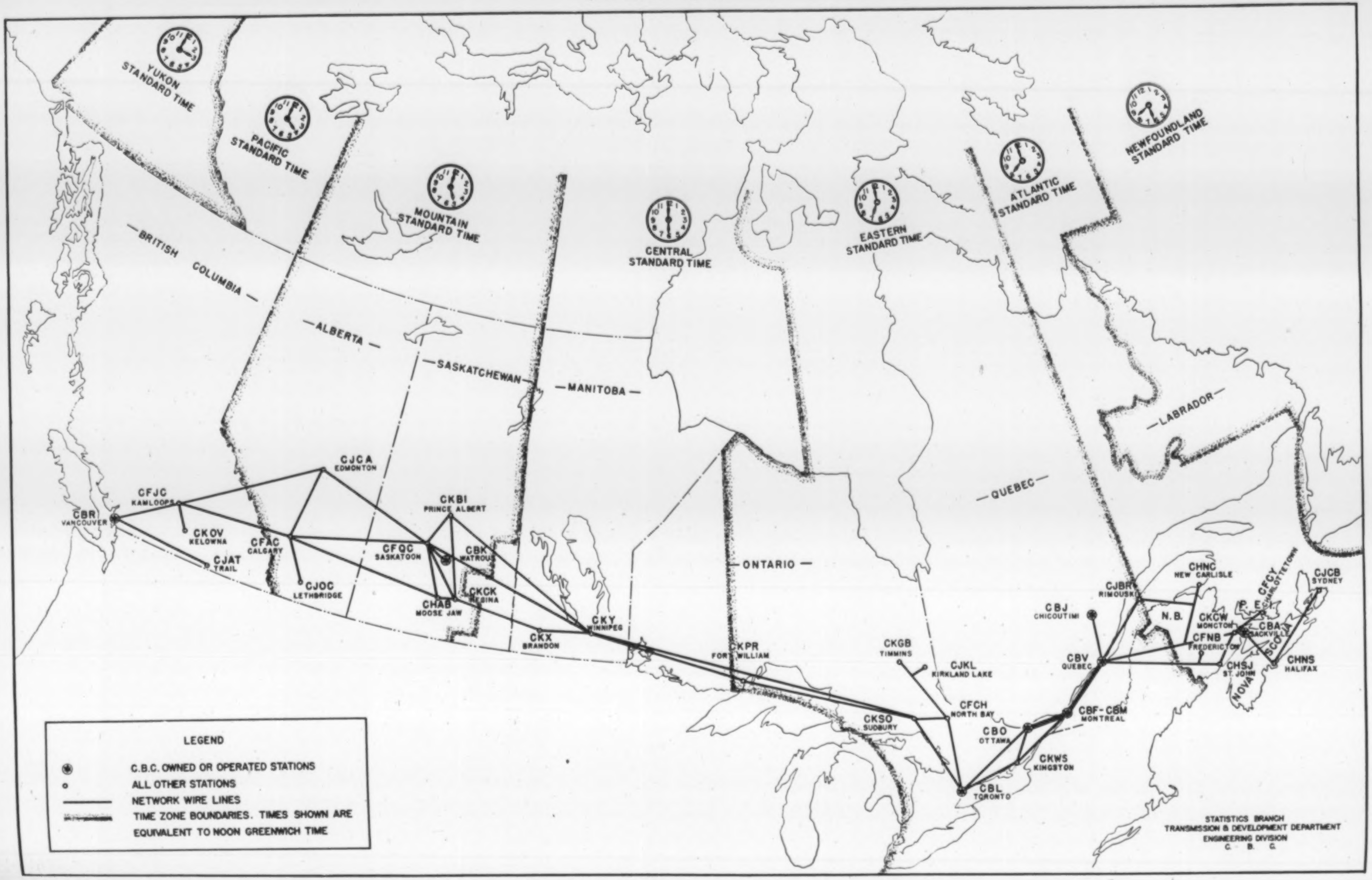
*Affiliated stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs.

Stations whose call letters begin with "CB" are owned and operated by the Canadian Broadcasting Corporation.

XUM

Map of Networks of Canadian Broadcasting Corporation

(As of January 1, 1942)


YUKON STANDARD TIME
PACIFIC STANDARD TIME
MOUNTAIN STANDARD TIME
CENTRAL STANDARD TIME
EASTERN STANDARD TIME
ATLANTIC STANDARD TIME
NEWFOUNDLAND STANDARD TIME
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
LABRADOR
N. B.
P. E. I.
NOVA SCOTIA
CBR VANCOUVER
CFJC KAMLOOPS
CKOV KELOWNA
CJAT TRAIL
CFAC CALGARY
CJOC LETHBRIDGE
CJCA EDMONTON
CFQC SASKATOON
CKBI PRINCE ALBERT
CBK WATROUS
CHAB MOOSE JAW
CKCK REGINA
CKX BRANDON
CKY WINNIPEG
CKPR FORT WILLIAM
CKGB TIMMINS
CJKL KIRKLAND LAKE
CKSO SUDBURY
CFCH NORTH BAY
CBL TORONTO
CBO OTTAWA
CKWS KINGSTON
CBF-CBM MONTREAL
CBV QUEBEC
CBJ CHICOUTIMI
CJBR RIMOUSKI
CHNC NEW CARLISLE
CKCW MONCTON
CFNB FREDERICTON
CHSJ ST. JOHN
CBA SACKVILLE
CFCY CHARLOTTETOWN
CHNS HALIFAX
CJCB SYDNEY
LEGEND
● C.B.C. OWNED OR OPERATED STATIONS
○ ALL OTHER STATIONS
NETWORK WIRE LINES
TIME ZONE BOUNDARIES. TIMES SHOWN ARE EQUIVALENT TO NOON GREENWICH TIME

STATISTICS BRANCH
TRANSMISSION & DEVELOPMENT DEPARTMENT
ENGINEERING DIVISION
C. B. C.

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS OF THE U. S.

**Indicates Station Holding Construction Permit But Operating On A Commercial Basis Under Special Temporary Authorization Of The FCC Using the Facilities of Previously Authorized Experimental FM Stations.*

(Corrected to Jan. 15, 1942)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses

CALIFORNIA

K31LA, HOLLYWOOD—CP issued to Columbia Broadcasting System Inc. (KNX). Frequency: 43.1 mc. Service area: 38,000 sq. mi. Personnel: Donald W. Thornburgh, vice-president.

K37LA, LOS ANGELES—CP issued to Earle C. Anthony Inc. (KFI-KECA). Frequency: 43.7 mc. Service area: 38,000 sq. mi. Personnel: Harrison Holliway, director.

K43LA, LOS ANGELES—CP issued to Don Lee Broadcasting System (KHJ). Frequency: 44.5 mc. Service area: 7,000 sq. mi. Personnel: Lewis Allen Weiss, vice-president.

K49LA, LOS ANGELES—CP issued to Hughes Tool Co. Frequency: 44.9 mc. Service area: 7,000 sq. mi. Personnel: Howard Hughes, executive in charge. *(Cancelled CP Jan. 20, 1942)*

***K53LA, LOS ANGELES**—CP issued to Standard Broadcasting Co. (KFVD). Frequency: 45.3 mc. Service area: 7,000 sq. mi. Personnel: J. Frank Burke, director.

K61LA, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service area: 7,000 sq. mi. Personnel: Herbert L. Pettey, WHN, New York, executive in charge.

K45SF, SAN FRANCISCO—CP issued to Hughes Tool Co. Frequency: 44.5 mc. Service area: 10,800 sq. mi. Personnel: Howard Hughes, executive in charge. (*Cancelled Jan. 20, 1942*)

CONNECTICUT

W53H, HARTFORD—CP issued to The Travelers Broadcasting Service Corp. (WTIC). Frequency: 45.3 mc. Service area: 6,100 sq. mi. Personnel: Leonard J. Patricelli, director.

***W65H, HARTFORD**—CP issued to WDRC Inc. (WDRC). Frequency: 46.5 mc. Service area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; William F. Malo, commercial manager; Walter B. Haase, program director.

ILLINOIS

W47C, CHICAGO—CP issued to WJJD Inc. (WJJD). Frequency: 44.7 mc. Service area: 10,800 sq. mi. Personnel: Ralph L. Atlass, director.

W51C, CHICAGO—CP issued to Zenith Radio Corp. Frequency: 45.1 mc. Service area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president.

***W67C, CHICAGO**—CP issued to WGN Inc. (WGN). Frequency: 45.9 mc. Service area: 10,800 sq. mi. Personnel: Frank P. Schreiber, director; Estelle Barnes, program arranger; Charles L. Gates, salesman.

W63C, CHICAGO—CP issued to National Broadcasting Co. Inc. (WENR-WMAQ). Frequency: 46.3 mc. Service area: 10,800 sq. mi. Personnel: Harry C. Kopf, vice-president.

***W67C, CHICAGO**—CP issued to Columbia Broadcasting System Inc. (WBBM). Frequency: 46.7 mc. Service area: 10,800 sq. mi. Personnel: H. Leslie Atlass, director.

***W75C, CHICAGO**—CP issued to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Service area: 10,800 sq. mi. Personnel: Harry C. Crowell, director.

W79C, CHICAGO—CP issued to Oak Park Realty & Amusement Co. (subsidiary of Loew's Inc.). Frequency: 47.9 mc. Service area: 10,800 sq. mi. Personnel: Herbert L. Pettey, WHN, New York, executive in charge.

W71RF, ROCKFORD—CP issued to Rockford Broadcasters Inc. (WROK). Frequency: 47.1 mc. Service area: 3,900 sq. mi. Personnel: Walter M. Koessler, director; John J. Dixon, program director; William R. Traum, sales promotion manager; T. C. Cameron, chief engineer.

INDIANA

W45V, EVANSVILLE — Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service area: 8,400 sq. mi. Personnel: Clarence Leich, director; John B. Caraway Jr., chief engineer.

W49FW, FORT WAYNE—CP issued to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 m.c. Service area: 6,100 sq. mi. Personnel: J. B. Conley, director.

W71SB, SOUTH BEND—CP issued to *South Bend Tribune* (WSBT). Frequency: 47.1 mc. Service area: 7,100 sq. mi. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; Mark Boyden, chief engineer.

KENTUCKY

W51SL, LEXINGTON—CP issued to American Broadcasting Corp. of Kentucky (WLAP). Frequency: 45.1 mc. Service area: 6,300 sq. mi. Personnel: Gilmore N. Nunn, director.

LOUISIANA

W45BR, BATON ROUGE—License to Baton Rouge Broadcasting Co. (WJBO). Frequency: 44.5 mc. Service area: 8,100 sq. mi. Personnel: H. Vernon Anderson, director.

MARYLAND

W59BM, BALTIMORE—CP issued to Baltimore Radio Show Inc. (WFBR). Frequency: 45.9 mc. Service area: 5,500 sq. mi. Personnel: See WFBR.

MASSACHUSETTS

***W39B, BOSTON**—CP issued to Yankee Network Inc. (WNAC). Frequency: 43.9 mc. Service area: 31,000 sq. mi. Personnel: John Shepard III, president; staff, see Yankee Network.

W67B, BOSTON—CP issued to Westinghouse Radio Stations Inc. (WBZ). Frequency: 46.7 mc. Service area: 6,700 sq. mi. Personnel: C. S. Young, director.

W43B, PAXTON—Special temporary authorization only to Yankee Network Inc. to operate as an FM station. Frequency: 44.3 mc.

W81SP, SPRINGFIELD—CP issued to Westinghouse Radio Stations Inc. (WBZA). Frequency: 48.1 mc. Service area: 2,500 sq. mi. Personnel: C. S. Young, director.

MICHIGAN

***W45D, DETROIT**—CP issued to The Evening News Assn. (WWJ). Frequency: 44.5 mc. Service area: 6,800 sq. mi. Personnel: William Scripps, director; Carl Wesser, chief engineer; John Cassell, salesman; Edwin G. Burrows, Richard Slade, James Clark, announcers; Palmer Fry, Promotion.

***W49D, DETROIT**—CP issued to John Lord Booth (WJLB). Frequency: 44.9 mc. Service area: 6,800 sq. mi. Personnel: Charles Farrall, director; Stephen Hatos, Herbert Mertz, Hugh M. Gray, Meril Lindbloom, Eric Hay, Virgil Wilton.

W53D, DETROIT—CP issued to WJR, The Goodwill Station (WJR). Frequency: 45.3 mc. Service area: 6,800 sq. mi. Leo J. Fitzpatrick, executive vice-president.

W73D, DETROIT—CP issued to King-Trendle Broadcasting Corp. (WXYZ). Frequency: 47.3 mc. Service area: 6,800 sq. mi. Personnel: H. Allen Campbell, director.

W77XL, LANSING—CP issued to WJIM Inc. (WJIM). Frequency: 47.7 mc. Service area: 3,800 sq. mi. Personnel: Harold Gross, director.

MISSOURI

K49KC, KANSAS CITY—CP issued to Commercial Radio Equipment Co. Frequency: 44.9 mc. Service area: 4,400 sq. mi. Personnel: Everett L. Dillard, director.

K51L, ST. LOUIS—CP issued to St. Louis University (WEW). Frequency: 45.1 mc. Service area: 13,000 sq. mi. Personnel: Nicholas Pagliara, director.

K59L, ST. LOUIS—CP issued to Columbia Broadcasting System Inc. (KMOX). Frequency: 45.9 mc. Service area: 13,000 sq. mi. Personnel: Merle S. Jones, director.

NEW YORK

W49BN, BINGHAMTON—CP issued to Wylie B. Jones Adv. Agency (WNBF). Frequency: 44.9 mc. Service area: 6,500 sq. mi. Personnel: Cecil D. Mastin, director.

W31NY, NEW YORK—CP issued to Edwin H. Armstrong. Frequency: 43.1 mc. Service area: 15,600 sq. mi.

W39NY, NEW YORK—CP issued to City of New York, Municipal Broadcasting System (WNYC). Frequency: 43.9 mc. Service area: 3,900 sq. mi. Personnel: Morris Novik, director.

W47NY, NEW YORK—CP issued to Muzak Corp. Frequency: 44.7 mc. Service area: 8,500 sq. mi. Personnel: E. M. Finney, executive in charge.

W51NY, NEW YORK—CP issued to National Broadcasting Co, Inc. (WEAF-WJZ). Frequency: 45.1 mc. Service area: 8,500 sq. mi. Personnel: O. B. Hanson, chief engineer.

W55NY, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8,500 sq. mi.

W59NY, NEW YORK—CP issued to Interstate Broadcasting Co. (WQXR). Frequency: 45.9 mc. Service area: 8,500 sq. mi. Personnel: John V. L. Hogan, director; Hugh K. Boice, commercial; Russell D. Valentine, chief engineer.

W63NY, NEW YORK—CP issued to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Service area: 8,500 sq. mi. Personnel: Herbert L. Pettey, director.

***W67NY, NEW YORK**—CP issued to Columbia Broadcasting System Inc. (WABC). Frequency: 46.7 mc. Service area: 8,500 sq. mi. Personnel: See WABC.

***W71NY, NEW YORK**—CP issued to Bamberger Broadcasting Service (WOR). Frequency: 47.1 mc. Service area: 8,500 sq. mi. Personnel: Charles Godwin, director.

W75NY, NEW YORK—CP issued to Metropolitan Television Inc. Frequency: 47.5 mc. Service area: 8,500 sq. mi.

W51R, ROCHESTER—CP issued to Stromberg Carlson Telephone Mfg. Co. (WHAM). Frequency: 45.1 mc. Service area: 3,200 sq. mi. Personnel: William Fay, director.

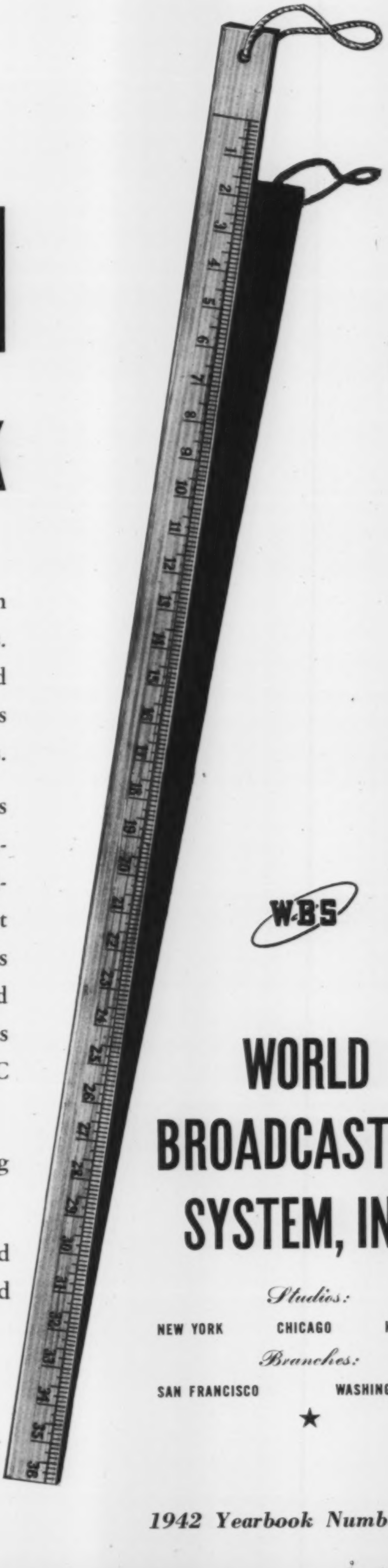
W47A, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Service area: 6,600 sq. mi.

(*Continued on page 326*)

NOW

AM USES FM

FOR A YARDSTICK



A phonograph record just simply can't be used on an FM broadcast. Ditto for a great many transcriptions. The fact is, only a noise-free recording can qualify, and only a wide-range high fidelity transcription really lives up to the opportunity which FM broadcasting presents.

The hundreds of AM radio station operators who years ago equipped themselves to broadcast World Vertical-Cut Wide Range transcriptions don't need the FM yardstick to show them that World's recording is the most lifelike known to science. They know. But the others can now inform themselves with an FM test that World tops the list in noise-free and high fidelity quality. As a matter of record, World follows more closely the FCC standards than any other transcriptions.

Certainly the top transcriptions for FM broadcasting also offer the highest quality for AM broadcasting.

If your city is open territory, contract for the World Program Service... it's the pioneer library and has led the field in high fidelity since its inception.

WBS

WORLD BROADCASTING SYSTEM, INC.

Studios:

NEW YORK CHICAGO HOLLYWOOD

Branches:

SAN FRANCISCO WASHINGTON, D. C.

★

THE PIONEER NAME IN FREQUENCY MODULATION MANUFACTURE

Since the invention of FM by Major E. H. Armstrong, R E L has played the dominant role in the manufacture of Frequency Modulation transmitters and associated equipment. No wonder, then, that Major Armstrong used an R E L transmitter in the first FM station on the air. Too, the majority of FM Broadcasters (as listed below) have installed R E L transmitters. . . .

To protect your investment in FM, investigate R E L equipment which has met the exacting requirements of broadcasting in actual operation.

A view of Major E. H Armstrong's 40 kw FM station, W2XMN, located at Alpine, N. J.: equipped with R E L FM equipment; in service since April, 1938

FM BROADCASTING STATIONS SERVING THE PUBLIC DAILY
Using REL-Armstrong Phase Shift Method.

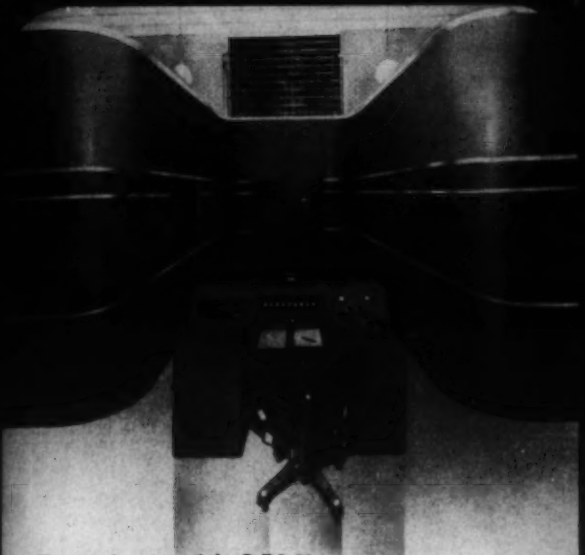
Station	*Location*	*Owned by*	*On the Air Continuously Since*
W2XMN	Alpine, N. J.	Major E. H. Armstrong	April, 1938
W2XAG	Yonkers, N. Y.	C. R. Runyon, Jr.	Nov., 1936
W43B	Paxton, Mass.	Yankee Network	May, 1939
W8XAD	Rochester, N. Y.	WHEC	Jan., 1940
W55R	Rochester, N. Y.	Stromberg-Carlson	Nov., 1939
W2XQR	New York City	WQXR	Oct., 1939
W55M	Milwaukee, Wis.	WTMJ	Jan., 1940
W45D	Detroit, Mich.	WWJ	May, 1941
W39B	Mt. Washington, Mass.	Yankee Network	Dec., 1940
W45CM	Columbus, Ohio	WBNS	Oct., 1941
W53PH	Philadelphia, Pa.	WFIL	Nov., 1941
WEOD	Boston, Mass.	Yankee Network	April, 1939*

*WEOD, the Yankee network relay station, operating on 156 mc with 500 watts, was the first FM STL transmitter installed by REL. It has been in continuous daily operation since April, 1939.

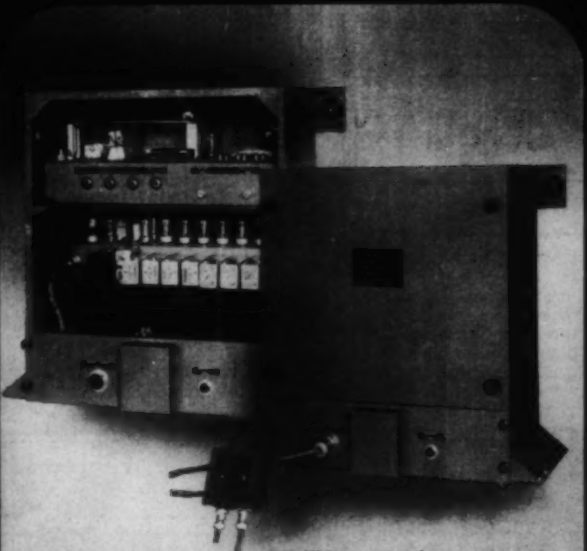
XUM

Radio Engineering Labs., Inc., feature a complete line of FM transmitters from 250 to 50,000 watts. Each transmitter employs the new Armstrong Phase Shift Modulator which gives direct crystal control of carrier, better signal to noise ratio and greater fidelity. (It's the best there is!)

R E L FM equipped stations now are serving the public with 229,000 watts . . . which more than triples the combined wattage of all other FM manufacturers serving the broadcasting industry.



The exterior view of the R E L 50 kw transmitter in the Yankee Network's FM station near Paxton, Mass., which illustrates the flexibility of arrangement and paneling of R E L equipment. Units from 10,000 to 50,000 watts can be set up to meet varying dimensions with paneling designed in suitable shapes and trimmings.



REL FM remote pick-up equipment opens new sales possibilities for on-the-spot events, interviews and unusual features where lines are not available. REL remote equipment gives higher signal to noise-ratio, high-fidelity audio, and freedom from usual AM pickup interference.

R E L FM TRANSMITTERS

250 watts ....Catalogue #549 DL
Can be operated as low as 100 watts. Complete transmitter in one cabinet.

1,000 watts ....Catalogue #518 DL
Can be operated as low as 250 watts. Complete transmitter in one cabinet.

3,000 watts ....Catalogue #519 DL
Can be operated as low as 1,000 watts. Consists of two cabinets.

10,000 watts ....Catalogue #520 DL
Can be operated as low as 3,000 watts. Consists of three cabinets. Provided with single straight-away front.

50,000 watts ....Catalogue #521 DL
Can be operated as low as 12,500 watts. Unit enclosed in any designated space by paneling. Power amplifier unit in sound proof, shielded space. Each transmitter specially engineered to suit existing conditions.

THE ABOVE TRANSMITTERS ARE FULLY DESCRIBED IN THE NEW "DL" BOOKLET. WRITE FOR YOUR COPY TODAY.

SPECIFICATIONS

For use on any one of the four channels assigned to FM Relay-Broadcast pick-up service. Meets all FCC requirements.

Stability:—500 cycles at 161 mc. Direct crystal control.

Fidelity:—1 db at 30-16,000 cycles.

Distortion: Below 100 cycles 1%, above 100 cycles less than 1%.

Noise: 76 db below 100% modulation, hum included.

Swing: 100 kc. maximum for 100% modulation.

Cat. No. 545: One-cabinet type (illustrated) operates on 115 v., 60 cycles, 23" wide, 33" high, 11" deep. Shock mounted. 142 lbs.

Cat. No. 532: Has separate power supply, operating on either 115 v., 60 cycles, or 12 v., DC, 23" wide, 22" high, 11" deep, 64 lbs. Power supply, 23" wide, 11" high, 11" deep. AC type, 78 lbs., DC type, 71 lbs. **Note:** One power supply is furnished with transmitter. Alternate type furnished extra.

Cat. No. 538R: Receiver, triple IF, crystal controlled superheterodyne, for 115 v., 60 cycles. Audio output 0 level, 500 ohms. Additional output for monitor speaker.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

DIRECTORY OF U. S. COMMERCIAL FM STATIONS

(Continued from page 322)

W57A, SCHENECTADY—CP issued to General Electric Co. (WGY). Frequency: 45.7 mc. Service area: 6,600 sq. mi. Personnel: John R. Sheehan, director.

W63SY, SYRACUSE—CP issued to Central Broadcasting Corp. (WSYR). Frequency: 46.3 mc. Service area: 6,800 sq. mi. Personnel: Harry C. Wilder, director.

NORTH CAROLINA

W41MM, WINSTON-SALEM—CP issued to Gordon Gray (WSJS). Frequency: 44.1 mc. Service area: 69,400 sq. mi.

OHIO

***W45CM, COLUMBUS**—CP issued to WBNS Inc. (WBNS). Frequency: 44.5 mc. Service area: 12,400 sq. mi. Personnel: Lester F. Nafzger, director and chief engineer; James Blower, program director; Herbert Welch, promotion; Paul Neal, musical director.

PENNSYLVANIA

W47P, PITTSBURGH—CP issued to Walker & Downing Radio Corp. (WWSW). Frequency: 44.7 mc. Service area: 8,400 sq. mi. Personnel: Same as WWSW.

W75P, PITTSBURGH—CP issued to Westinghouse Radio Stations Inc. (KDKA). Frequency: 47.5 mc. Service area: 8,400 sq. mi. Personnel: J. B. Rock, executive in charge.

***W49PH, PHILADELPHIA**—CP issued to Pennsylvania Broadcasting Co. (WIP). Frequency: 44.9 mc. Service area: 9,300 sq. mi. Personnel: Benedict Gimbel Jr., president; Maj. Edward A. Davies, director.

***W53PH, PHILADELPHIA**—CP issued to WFIL Broadcasting Co. (WFIL). Frequency: 45.3 mc. Service area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; Felix Meyer, music supervisor; Eugene Rubessa, chief announcer.

W57PH, PHILADELPHIA—CP issued to Westinghouse Radio Stations Inc. (KYW). Frequency: 45.7 mc. Service area: 9,300 sq. mi. Personnel: Same as KYW.

W69PH, PHILADELPHIA—CP issued WCAU Broadcasting Co. (WCAU). Frequency: 46.9 mc. Service area: 9,300 sq. mi. Personnel: Norris West, program director; George Lewis, technical director; Joseph T. Connolly, promotion director.

W81PH, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 48.1 mc. Service area: 9,300 sq. mi. Personnel: See WIBG.

TENNESSEE

W47NV, NASHVILLE—Licensed to The National Life & Accident Insurance Co. (WSM). Frequency: 44.7 mc. Service area: 16,000 sq. mi. Personnel: Tom Stewart, director.

UTAH

K47SL, SALT LAKE CITY—CP issued to Radio Service Corp. of Utah (KSL). Frequency: 44.7 mc. Service area: 700 sq. mi. Personnel: See KSL.

WISCONSIN

***W55M, MILWAUKEE**—CP issued to The Journal Co. (WTMJ). Frequency: 45.5 mc. Service area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station director; R. G. Winnie, assistant director; C. A. Winnie, commercial manager; Warren Mead, program director; R. V. Tolg, merchandising and promotion manager; D. W. Gellerup, chief engineer.

Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

What this FM radio gives you that ordinary FM sets do not!

A number of FM sets using the Armstrong system of FM give virtual freedom from static and interference.

But only an FM Stromberg-Carlson gives you these *additional* features:

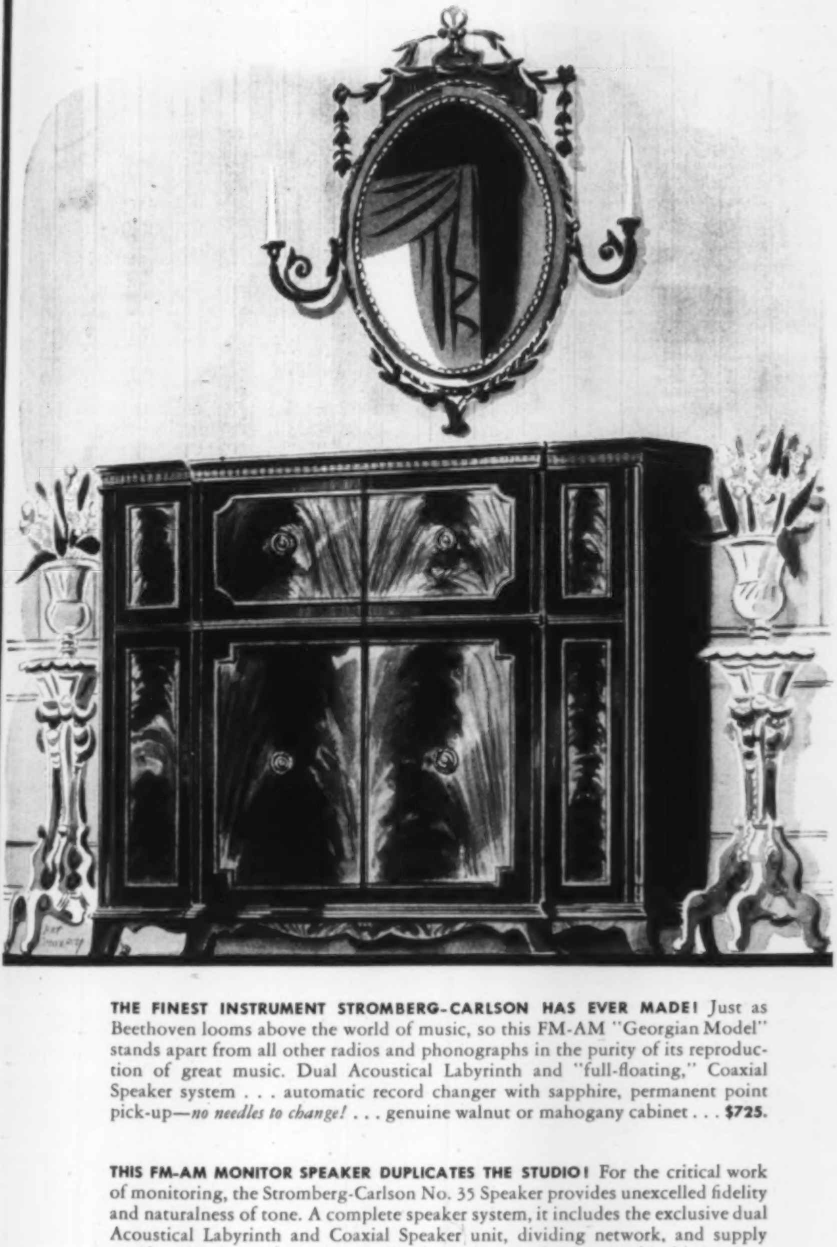
1. The widest range of natural tone—which brings you deep bass, high treble notes and essential overtones lost by ordinary FM radios.

2. The exclusive dual Acoustical Labyrinth that prevents cabinet "boom."

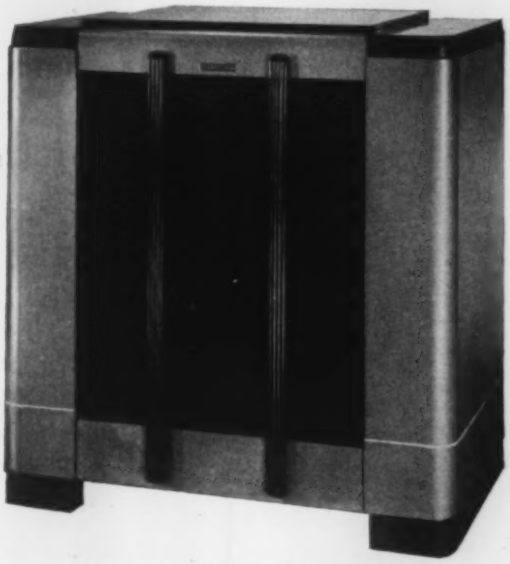
3. The exclusive "full-floating," Coaxial Speaker system that prevents distortion at any usable volume.

4. Push button tuning, with automatic range shift, for both FM and standard programs.

Hear the "Georgian Model," No. 955-PF* (left), an FM-AM radio-phonograph, on *any* program or record, to know why *"There is nothing finer than a Stromberg-Carlson!"*



THE FINEST INSTRUMENT STROMBERG-CARLSON HAS EVER MADE! Just as Beethoven looms above the world of music, so this FM-AM "Georgian Model" stands apart from all other radios and phonographs in the purity of its reproduction of great music. Dual Acoustical Labyrinth and "full-floating," Coaxial Speaker system . . . automatic record changer with sapphire, permanent point pick-up—*no needles to change!* . . . genuine walnut or mahogany cabinet . . . **$725.**



THIS FM-AM MONITOR SPEAKER DUPLICATES THE STUDIO! For the critical work of monitoring, the Stromberg-Carlson No. 35 Speaker provides unexcelled fidelity and naturalness of tone. A complete speaker system, it includes the exclusive dual Acoustical Labyrinth and Coaxial Speaker unit, dividing network, and supply rectifier. Modern cabinet in metallic, beige lacquer finish, with black trim, harmonizes with studio surroundings . . . . **$170.50.**

*Licensed under Armstrong FM Patents
Prices F. O. B. Rochester, N. Y. subject to change without notice

STROMBERG-CARLSON

ROCHESTER, N. Y.

A FINER RADIO FOR STANDARD PROGRAMS • THE ONLY RADIO FOR FM AT ITS BEST

Text of Rules Governing FM

(Adopted by the FCC, June 22, 1940; Amended Oct. 3, 1940)

(Corrected to Jan. 1, 1942)

SUB-PART B. RULES GOVERNING HIGH FREQUENCY BROADCAST STATIONS

DEFINITIONS [1]

Sec. 3.201 *High-frequency broadcast station.* The term "high-frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the high-frequency broadcast [2, 3] band.

Sec. 3.202 *High-frequency broadcast band.* The term "high-frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kc., both inclusive.

Sec. 3.203 *Frequency modulation.* The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Sec. 3.204 *Center frequency.* The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

Sec. 3.205 *High-frequency broadcast channel.* The term "high-frequency broadcast channel" means a band of frequencies 200 kc. wide and is designated by its center frequency. Channels for high-frequency broadcast stations begin at 43,100 kc. and continue in successive steps of 200 kc. to and including the frequency 49,900 kc.

Sec. 3.206 *Service area.* The term "service area" of a high-frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High-frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.207 *Antenna field gain.* The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kw. antenna input power to 137.6.

Sec. 3.208 *Free space field intensity.* The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

Sec. 3.209 *Frequency swing.* The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Sec. 3.210 *Multiplex transmission.* The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high-frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Sec. 3.211 *Percentage modulation.* The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 percent modulation expressed in percentage. (For high-frequency broadcast stations, a frequency swing of 75 kc. is standard for 100% modulation.)

Sec. 3.212 *Experimental period.* The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high-frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Sec. 3.213 *Main studio.* The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

ALLOCATION OF FACILITIES [4]

Sec. 3.221 *Basis of licensing high frequency broadcast stations.* High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Sec. 3.222 *Service areas; definitions.* For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data.[5] Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2,500 to 5,000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Sec. 3.223 *Service areas established.* The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area, *Provided, however,* That the station may be licensed to serve temporarily an area less than the basic trade area, subject to the following conditions: (1) that an applicant for authority to serve temporarily less than the basic trade area show substantial reason for relaxation of the requirement to serve the basic trade area and for specification of the proposed service area; (2) that the area to be served include as much of the basic trade area as reasonably may be required in the public interest to be served and in no event less than the principal city and the metropolitan district [6] in which it is located; (3) that such an applicant show compliance with section 3.225 (b), where applicable and section 3.227 (a), except that such sections shall apply only in relation to other stations established under this proviso; (4) that the Commission may condition the granting of any application for renewal of license of such station upon the rendering of service by such station to an area conforming generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economic and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Sec. 3.224 *Time of operation.* All high-frequency broadcast stations shall be licensed for unlimited time operation.

Sec. 3.225 *Showing required.* Authorization for a new high frequency broadcast station or increase in facilities of an existing station [5a] will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in Sec. 3.223 hereof.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service am the several states and communities.

(i) That the applicant is legally qu fied, is of good character, and posse other qualifications sufficient to provide satisfactory public service.

(j) That the facilities sought are su ject to assignment as requested under e isting international agreements and t Rules and Regulations of the Commissio

(k) That the public interest, conve ence, and necessity will be served thro the operation under the proposed assig ment.

Sec. 3.226 *Channel assignments.* Th channels set forth below with the ind cated center frequencies are available f assignment to high frequency broadcas stations to serve the areas provided i Sec. 3.223:

(a) An applicant for a station to serv an area specified in Sec. 3.223 (a) or (b to be located in a principal city or ci which has a population less than 25,0 (city only) shall apply for one of t following channels:

48900	49500
49100	49700
49300	49900

(b) An applicant for a station to se an area specified in Sec. 3.223 (a) or (b to be located in a principal city or ci which has a population greater than 25,0 (city only) shall apply for one of the f following channels:

44500	46700
44700	46900
44900	47100
45100	47300
45300	47500
45500	47700
45700	47900
45900	48100
46100	48300
46300	48500
46500	48700

(c) An applicant for a station to serv primarily a large rural area, specified i Sec. 3.223 (c) or an area specified in Se 3.223 (d) shall apply for one of the fo lowing channels:

43100	43900
43300	44100
43500	44300
43700	

(d) Notwithstanding the provisions o subsection (a) of this section, an applicant for a station to serve an area specified i section 3.223 (a), to be located in a city having a population greater than 25,000 in or adjacent to any metropolitan district having a population greater than 1,000,000 may apply for one of the following channels:

49100
49500
49900

Sec. 3.227 *Special provisions concerning assignments.* (a) Stations located in th same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial par of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Sec. 3.228 *Facsimile broadcasting an multiplex transmission.* The Commission may grant authority to a high frequenc broadcast station for the multiplex tran mission of facsimile and aural broadcas programs provided the facsimile transmis sion is incidental to the aural broadcast an does not either reduce the quality of or th frequency swing required for the transmis sion of the aural program. The frequenc swing for the modulation of the aural pr gram should be maintained at 75 kc. an the facsimile signal added thereto. N transmission outside the authorized band o 200 kc. shall result from such multipl operation nor shall interference be caus to other stations operating on adjace channels. The transmission of multipl signals may also be authorized on an e perimental basis in accordance with Se 3.32, subpart A.

Sec. 3.229 *Proof of performance requir* —Within one year of the date of fir regular operation of a high frequency broa cast station, continuous field intensity re ords along several radials shall be submitt to the Commission which will establish th actual field contours, and from which op ating constants required to deliver servi to the area specified in the license are d termined. The Commission may grant e tensions of time upon showing of reaso able need therefor.

Sec. 3.230 *Multiple ownership.* (a) N person (including all persons under co

(*Continued on page 330*)

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[1] Other definitions which may pertain to high-frequency broadcast stations are included in Sections 2.1 to 2.35 and Sections 3.1 to 3.16, and the Communications Act of 1934, as amended.

[2] See Section 3.228 concerning multiplexing, aural and facsimile programs.

[3] High-frequency broadcast stations must use frequency modulation exclusively in accordance with Section 3.227(b).

[4] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

[5] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Company (Trading Areas), and Hagstrom Map Company's Four-Color Retail Trading Area Map. Although the foregoing sources of data are expressly recognized, the Commission will also give consideration to data furnished from other sources which may have probative value on which the applicant may desire to prepare its showing. See separate release of the Commission "Concerning Applications For High Frequency Broadcast Stations."

[6] As defined by the U. S. Bureau of Census.

[5a] Special authorizations which do not involve experimental authorization may be granted pursuant to Section 1.365.

XUM

TOMORROW ALWAYS COMES —

. . . . and with it Lingo AM and FM Radiators will lead the way to a greater radio industry

The new standards for vertical radiators introduced by Lingo . . . and the years of pioneering and development that created the famous Lingo FM turnstile antenna, are but a foundation for greater perfection tomorrow. Today, while our physical plant is going "all-out for Victory" . . . our planning boards are active and our technical staff continues to search for and create refinements for improved radiation standards tomorrow.

WIBW — Topeka, Kans. 445 ft. Lingo Radiator— one of tallest radiators of its kind in the world.

AM

Vertical Tubular Steel Radiators

In every case, Lingo "Tube" Radiators have more than met the demands for increased efficiency, low maintenance costs and storm-proof stability. Combined with assurance of better coverage through improved performance goes 45 years of experience in constructing and erecting vertical tubular steel structures. Ask any Lingo-equipped station what they think. We'll be glad to supply the names.

FM

Turnstile Radiators

Experience — not experiment is the story behind the patented Lingo Turnstile Antenna. Actually developed along with FM itself, these radiators are acknowledged as foremost in the field and through daily operation provide actual proof of their efficient performance. FM Turnstile Antennas may be installed on your building roof or mounted on your supporting tower.

6-LAYER Turnstile Radiator installed atop supporting tower at W45V, Evansville, Indiana.

JOHN E. LINGO & SON, INC. ★ Camden, New Jersey

Text of Rules Governing FM

(Continued from page 328)

mon control[6]) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six high frequency broadcast stations to constitute the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Sec. 3.231 *Normal license period.* All high frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

EQUIPMENT

Sec. 3.241 *Maximum power rating.* The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Sec. 3.242 *Maximum rated carrier power; how determined.* (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Sec. 3.243 *Frequency monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.244 *Modulation monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.245 *Required transmitter performance.* (a) The external performance of high-frequency broadcast transmitters shall be within the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Sec. 3.246 *Indicating instruments.* The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy. (See *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.247 *Auxiliary and duplicate transmitters.* See Sections 3.63 and 3.64 for provisions governing the use of auxiliary and duplicate transmitters at high-frequency broadcast stations.

Sec. 3.248 *Changes in equipment and antenna system.* Licensees of high-frequency broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) Specific authority, upon filing formal application[7] therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase in the maximum power rating of the transmitter.

(2) A replacement of the transmitter as a whole.
whole.

(3) Change in the location of the transmitter antenna.

(4) Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

(6) Change in the power delivered to the antenna.

(c) Specific authority, upon filing informal request therefor, is required for the following change in equipment and antenna;

(1) Change in the indicating instruments installed to measure the antenna current or transmission line, direct plate circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subparagraph (b) 5.

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice for High-frequency Broadcast Stations* prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

TECHNICAL OPERATION

Sec. 3.251 *Operating power; how determined.* The operating power, and the requirements for maintenance thereof, of each high-frequency broadcast station shall be determined by the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.252 *Modulation.* (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Sec. 3.253 *Frequency tolerance.* The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

OPERATION

Sec. 3.261 *Minimum operating schedule; service.* (a) Except Sundays, the licensee of each high-frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the inspector in charge of the radio district in which the station is located[8] shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by any standard broadcast station or by any high-frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations,* shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

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[6] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[7] See *Standards of Good Engineering Practice for High-frequency Broadcast Stations* for specific application form required.

[8] See Appendix No. 3, Part 1.

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Standards of Good Engineering Practice

Governing High Frequency (FM) Broadcast Stations: 43-50 Mc.

(Adopted by the FCC, June 28, 1940)

1. Engineering Standards of Allocation.

(a) Section 3.225 prescribes three groups of channels for the use of high frequency broadcast stations. The stations within each group of channels have a specific purpose in the plan of allocation and provide a service to a particular type of area. Section 3.222 of the rules requires that high-frequency broadcast stations be licensed on the basis of an area in square miles in the service area and that the contour bounding the service area and the radii of this contour shall be determined in accordance with these standards. A high-frequency broadcast station has but one service, that which corresponds to primary service of standard broadcast stations. No service from sky waves or secondary service is obtainable. No intermittent service is recognized. Therefore, the extent of the service is determined by the point at which the primary service signal is no longer of sufficient intensity to provide broadcast service. The field intensity necessary for service is given:

• • •

TABLE I, Service—(median field intensity)—City areas near factories, car lines, or busy streets, 1 mv/m; rural areas away from highways, 0.05 mv/m. The above figures are based on the absence of objectionable fading and the usual noise levels encountered in the two areas and also predicated upon the absence of interference from other high-frequency broadcast stations.

• • •

(b) The service area is established as follows: On a topographic map of the proposed service area of the station at least 8 radials separated by approximately 45° are drawn in the several directions from the proposed location of the transmitter. From these radials there should then be plotted profile graphs of each radial. An appropriate scale should be used with distance in miles from the antenna plotted as abscissa and the elevation as ordinate in feet plotted by 40 to 100-foot contour intervals. The profile graphs should then be divided into sectors with respect to the distance in miles, each sector being not more than approximately one-tenth of the roughly estimated distance to the desired service contour, and from these sectors the average elevation for each sector or several sectors may be readily determined. This map and the profile graphs are then used in the determination of the radii of the service area of high-frequency broadcast stations as set out below.

(c) To determine the radii of the service contour the graph [Figure 1, see next page] and description [Annex I, see third page] concerning the range of high-frequency broadcast stations should be used. The method of use and an example are contained in Annex I. The height of the transmitting antenna used in connection with Figure 1 should be the proposed height of the antenna above the average elevation between the antenna and the 1 mv/m or 0.05 mv/m contour, whichever is under investigation. This determination, of course, involves the assumption of the antenna height above the average elevation and from this assumption a determination is made of the distance to the desired contour. The average elevation over the distance just found to the desired contour may then be determined and checked with the assumed height. If the assumption was in error, it may then be modified and the problem repeated to reduce the error in the distance to the desired contour. This cut and try process must be repeated until the error is negligible.

The foregoing process of determining the extent of the 1 mv/m or 0.05 mv/m contours shall be followed in determining the boundary of the station's predicted service area. The boundaries of the service area of both the 1 mv/m and the 0.05 mv/m contour must be established and submitted with each application for a high frequency broadcast station.

(d) The distances along each radial to the 0.05 and/or the 1 mv/m contours should then be plotted on the topographic map required by (c) above or polar coordinate paper. The area within each contour should then be measured (by planimeter or other approximate means) to determine the area which the proposed station will serve. The station is rated on basis of the area within the 0.05 mv/m contour or the contour free of interference if greater than the 0.05 mv/m contour.

2. Objectionable Interference.

(a) Section 3.225 (f) requires that the proposed station shall not suffer interference to such an extent that its service will be reduced to an unsatisfactory degree. Objectionable interference will be considered to exist when the signal for 50% of the distance in any sector on a radial as determined from Section 1 (d) of these standards exceeds 0.005 mv/m at the 0.05 mv/m contour of the desired station. In the case of a station protected to the 1 mv/m contour, objectionable interference occurs when the signal for 50% of the distance in any sector exceeds 0.1 mv/m. At other field intensities the following ratios of the desired to undesired signals shall govern.

• • •

TABLE II, channel separation and ratio of desired to undesired signals—Same channel, 10:1 median field intensity; adjacent channel (200 kc), 2:1 median field intensity.

In the absence of measurements to determine the extent of the service contours of the desired station and the interference contours of the undesired station, the signals shall be determined by use of the Graph I in the manner heretofore described. Measurements to determine the extent of one or both of the signals involved are preferable. Measurements should be made in accordance with Annex II associated herewith.

• • •

(b) The signal intensity for 0.05 mv/m 50% distance is interpreted to mean the contour bounded by the sector on a radial on the map of 1(c) above wherein the signal of the station for 50% of the distance represented by the sector on the radial is equal to 0.05 mv/m. The boundary of the service area shall be taken as the outer edge of the sector nearest the transmitter wherein the signal is the desired value for 50% of the distance. For the methods of measurement of this signal see Annex II, *"Field Intensity Measurements of High-frequency Broadcast Stations."*

3. Transmitter Location.

(a) The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the transmitter at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to built-up city areas, hills, and other obstructions which may reduce materially the intensity of the station's signals in a particular direction. The transmitter site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1 mv/m or greater field intensities in built-up urban areas, and inasmuch as signals in excess of 0.05 mv/m will provide service in rural areas away from highways, considerably more latitude in the exact geographical location of the transmitter is permitted for a high-frequency broadcast station than for a standard broadcast station; however, the necessity for a high elevation for the antenna may render this problem more difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. Where a directive antenna is used, a central location may not be desirable and, in fact, the availability of suitable sites may make necessary the use of directive antennas. The antenna height above the average elevation of the service area is the most important factor in obtaining coverage with a high frequency broadcast station. Doubling the height of the antenna is equivalent to increasing the power by four times. The power is only one of several important factors (See Annex I and Fig. 1).

(b) The transmitter site should be selected such that the 1.0 mv/m contour encompasses all the urban population within the area proposed to be served and the 0.05 mv/m contour provides the maximum obtainable service consistent with the area desired to be served. While no standards with respect to blanket area are established, every precaution must be taken not to locate a station in a residential area.

4. Operating Power; Determination and Maintenance.

(a) Section 3.251 requires that the operating power and the requirements for maintenance thereof of each high-frequency broadcast station shall be determined in accordance with the *Standards of Good Engineering Practice.* The operating power must be determined by one of two methods:

(1)[1] Indirect measurement, by means of the plate input power to the last radio stage in accordance with (b) below, or;

(2) By measurement of the antenna or transmission line current required to produce the service area set out in (e) below.

(b) The operating power determined by indirect measurement of the plate input power of the last radio stage is the product of the plate voltage (E_p), the total plate current of the last radio stage (I_p) and the factor of 0.60, that is

$$\text{Operating power} = E_p \times I_p \times 0.60$$

(c) The operating power maintained by the antenna or transmission line current, required to obtain the service area as proposed in the application and specified in the station license shall be the direct method. The proof of performance from continuous field intensity recordings shall be used to establish the service area. These data shall be submitted to and approved by the Commission before any licensee will be authorized to operate with the power indicated by this method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(d) The licensee of a broadcast station shall maintain the antenna or transmission line current of the station within the prescribed limits of the authorization at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with full licensed power, the station may be operated at reduced power for a period of not to exceed ten days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

5. Proof of Performance of High-frequency Broadcast Stations.

(a) Section 3.227 requires that within one year from the date of the first regular operation of a high-frequency broadcast station a survey to determine the performance of the station shall be made and submitted to the Commission to establish the actual field intensity contours from which the operating constants required to deliver service to the entire area specified in the license can be determined. This proof of performance shall be established by continuous field intensity records generally along the several radials shown on the topographic map submitted with the application for construction permit. The measured radials shall be carried to a point sufficiently beyond the locations of the predicted service contours to arrive at an accurate determination of the boundary of the service area of the station as predicted in the original application. The field intensities for the several sectors along each radial shall be determined as outlined in Annex II, *Field Intensity Measurements of High-frequency Broadcast Stations.*

The survey data submitted shall include a topographic map similar to that submitted with the application with the original radials and the actual paths followed by the car in making the measurements plotted thereon. The field intensity for each sector shall be shown either on the map or in tabular form accompanying it with necessary notation to identify the sector to which the field applies and the extent of the 0.05 mv/m contour and/or the 1.0 mv/m contour plotted.

6. Technical Equipment Pursuant to Section 3.245.

(a) Design. The general design of the high-frequency broadcast transmitting equipment (main studio microphones, amplifiers, lines or other circuits between studios and transmitter, and transmitter) shall be in accordance with the following specifications: For points not specifically covered, the principles set out shall be followed. The equipment shall be so designed that:

(1) The maximum rated carrier power as determined under Section 3.242 is in accordance with the requirements of Section 3.241.

(2) The equipment is capable of satisfactory operation at the authorized operating power or the proposed operating power with frequency swing plus and minus 75 kilocycles. At any frequency between 50 and 15,000 cycles at a swing of 75 kilocycles, the combined audio frequency harmonics generated by the transmitting system shall not be in excess of 2 percent (root mean square value).

(3) The transmitter and associated studio equipment shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles within 2 decibels of the level of 1,000 cycles. In addition provision shall be made for pre-emphasis of the higher frequencies in accordance with impedance-frequency characteristics of a series inductance resistance network having a time constant of 100 microseconds.

(4) The noise in the output of the transmitter in the band 50 to 15,000 cycles shall be at least 60 decibels below the audio frequency level represented by a frequency swing of 75 kc. (100% modulation).

(5) The transmitter shall be equipped with suitable indicating instruments in accordance with the requirements of Section 3.246 and other instruments as are necessary for proper adjustment and maintenance of operation of the equipment.

(6) Adequate provision shall be made for varying the transmitter power output between sufficient limits to compensate for excessive variations in line voltage, or other factors which may affect the power output. The assigned center frequency shall be maintained within the allowed tolerance by automatic means which are not dependent upon inductances or capacitors for inherent stability and capable of maintaining the operating frequency within the limits of plus or minus 2,000 cycles specified by Section 3.246.

(7) Means should be provided for connection and continuous operation of the approved modulation monitor and approved frequency monitor.

(b) All high-frequency broadcast transmitters shall be constructed in accordance with Section 12B of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(c) All high-frequency broadcast transmitters shall be wired and shielded in accordance with Section 12C of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(d) The installation of all high-frequency broadcast transmitters shall be in accordance with Section 12D of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(e) Spare tubes for high-frequency broadcast stations shall be provided in accordance with Section 12E of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(f) Operation. In addition to specific requirements of the rules governing high-frequency broadcast stations, the following operating requirements shall be specified:

(1) The maximum percentage of modulation shall be maintained in accordance with Section 3.252. However, precautions shall be taken so as not to substantially alter the dynamic characteristics of musical programs.

(2) Spurious emissions, including radio frequency and audio frequency harmonics shall be maintained at as low a level as practicable at all times in accordance with good engineering practice.

(g) Studio equipment. Studio equipment shall be subject to all the above requirements where applicable except as follows:

(1) If properly covered by an underwriter's certificate, it will be considered as satisfying safety requirements.

(2) Section 8191 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 500 volts.

No specific requirements are made rela-

(*Continued on page 332*)

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[1] Until Jan. 1, 1941, high-frequency broadcast stations will be permitted to determine the operating power by the indirect method for a period of one year after the beginning of regular operation.

Standards of Good Engineering Practice Governing FM

(Continued from page 331)

tive to the design and acoustical treatment of studios. However, the design of studios, particularly the main, shall be compatible with the required performance characteristics of high frequency broadcast stations.

7. Indicating Instruments.

Section 3.237 requires that each high-frequency broadcast station have suitable indicating instruments for determining the plate circuit current and voltage to the final stage of the transmitter. In addition, high frequency broadcast stations are required to provide a suitable radio frequency ammeter to measure the antenna or transmission line current.

The requirements and specifications contained in the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations*, Section 13, sub-sections A, B, (except a(6) and h), D, E, G, and H shall apply to indicating instruments used by high-frequency broadcast stations in compliance with this rule:

8. Requirements for Approval of Transmitters.

Sections 3.224, 3.241, 3.245 and 3.246 concerning the design, construction and technical operation of high-frequency broadcast equipment. In order to facilitate the filing of and action on applications for construction permits specifying equipment of standard manufacture, the Commission will approve, as complying with the technical requirements, such equipment by type subject to the following conditions and in accordance with the following procedure:

(a) Approval of equipment by the Commission is only to the effect that insofar as can be determined from the data supplied the equipment complies with the current requirements of good engineering practice and the technical Rules and Regulations of the Commission. The approval may be withdrawn upon subsequent inspection or operation showing the equipment is not as represented or does not comply with the technical rules and regulations of the Commission and the requirements of good engineering practice.

(b) Such approval shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses and/or as the rules and regulations of the Commission may be changed as deemed advisable.

(c) Applicants specifying equipment of approved manufacture need not submit detailed descriptions and diagrams where the correct type number is specified provided the equipment, including the antenna tuning unit, is identical with that approved.

(d) In passing on equipment, no consideration is given by the Commission to patent rights.

(e) For approval of high-frequency broadcast transmitters, manufacturers shall submit FCC Form 319 completed with respect to all pertinent sections and the data set forth below, both of which shall be verified before a notary public.

(1) Photograph or drawings, or any evidence that construction is in accordance with the requirements of good engineering practice.

(2) Data and curves showing overall audio frequency response from 50 to 15,000 cycles for approximately 25, 50, and 100% modulation.

(3) Data on audio frequency harmonics for 25, 50, and 100% modulation for the fundamental frequencies of 50, 100, 400, 1,000, 5,000, 10,000 and 15,000 cycles.

(4) Data showing performance of preemphasis circuits.

(5) Carrier hum and extraneous noise generated within the equipment and measured as the level below 100% modulation.

(6) How output power is varied to compensate for power supply voltage variations.

(7) Data and curves on mean frequency stability for variations in ambient temperatures over the range encountered in practice.

(8) Data and curves on frequency stability for variations in power supply voltage from 85 to 115 per cent normal.

(9) Net sale price

(f) For approval of automatic frequency control equipment or modulation equipment for high frequency broadcast transmitters, manufacturers shall complete FCC Form 319 with respect to all pertinent sections as required for complete transmitters.

9. Requirements for Approval of Frequency Monitors.

Section 3.243 requires that the licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be capable of maintaining an accuracy within at least one-half (1,000 cycles) of the permitted frequency deviation of the high-frequency broadcast station. Visual indication of the operating frequency shall be provided. (Further detailed specifications to be established).

10. Requirements for Approval of Modulation Monitors.

Section 3.235 requires all high-frequency broadcast stations to have in operation a modulation monitor. This monitor should have substantially the same performance as the std B/C monitor. (Further detailed specifications to be established).

11. Approved Equipment.

For accepted types see page 366.

12. High-frequency Broadcast Application Forms.

The Communications Act of 1934, as amended, and the rules and regulations of the Commission require that an application be made to the Commission for various authorizations. In order to be of aid to applicants there is set out below the correct forms to be submitted in making application for various authorizations applicable to high-frequency broadcast stations.

In general, these forms shall be completed in full, answering each specific section. The only exception is in the technical sections when in the case of standard equipment which has been approved by type number by the Commission or when no change in such equipment is involved, in which cases the manufacturer's name and type number of the approved equipment may be stated, or should be noted "no change" in each section applicable. All applications involving actual operation, such as license to cover construction permit renewal of license, etc., shall be completed in full regardless of whether such information has been previously filed with the Commission.

FCC Form 319—Application for high-frequency broadcast station construction permit or modification thereof shall be used for all applications for authority:

(1) To erect a new high-frequency broadcast station.

(2) Any change in assignment involving construction as listed in (3) to (6) below:

(3) To install new transmitter.

(4) To make any change affecting the maximum rated carrier power or type number of equipment.

(5) To change the location of the existing transmitter.

(6) To install new antenna system or make substantial change in an existing antenna system which may result in an increase in service.

(7) For modification of any outstanding construction permit which has not been covered by license.

FCC Form 320—Application for High-frequency Broadcast Station License shall be used for all applications for license:

(1) To cover construction permit.

(2) For regular authorization covering experimental authorization.

FCC Form 321—Application for Modification of High-frequency Broadcast Station License shall be used for all applications for modification of any term of an existing regular license of a high-frequency broadcast station where a construction permit is not required:

(1) Change of frequency.

(2) Change of coverage where the equipment at present installed is capable of satisfactory operation at the proposed coverage.

(3) Change or location of main studio.

(4) Change of name of licensee where no change in ownership is involved.

FCC Form 322—Application for Renewal of High-frequency Broadcast Station License shall be used for all applications for renewal of regular licenses of all high frequency broadcast stations.

ANNEX I

Description of Chart to be Used for Determining the Range of High-frequency Broadcast Stations

THE CHART [on opposite page] may be used in the following way for determining for a 30-foot receiving antenna the distance to the 50 microvolt per meter contour for a high-frequency station operating in the 42 to 50 mc. band. This distance is determined by the values of the transmitting antenna height, the antenna power and the antenna field gain. The method of using the chart is illustrated by the following example which is shown as a dashed line on the chart. In this example the transmitting antenna height is 750 feet; the antenna power is 500 watts and the antenna field gain is 2. The effective power to be used in connection with the chart is determined by multiplying the antenna power by the square of the antenna field gain; thus for the example the effective power would be 500 x 2 x 2 = 2000 watts or 2 kw. To determine the distance to the 50 microvolt per meter contour in the example given follow the 750-foot horizontal line over to the 45° line marked 2 kw. and proceed vertically downward to the point half way between the curved lines marked 1,000 feet and 500 feet; finally proceed horizontally again to the left to find that the expected range is 54.5 miles. By reversing the above procedure, the chart can, of course, be used for determining the power required for a given antenna height in order to cover a certain distance.

Additional power scales have been placed on the chart so that the distance to the 5 and 1,000 microvolt per meter contours may also be easily determined. In general, by using the scale marked θ at the bottom of the chart, the distance to any desired contour may be determined.

$$\theta = h \times P^{1/2} \times G \times \frac{50}{F}$$

h = transmitting antenna height expressed in feet.

$P^{1/2}$ = square root of the antenna power expressed in kilowatts

G = antenna field gain

F = desired field intensity expressed in microvolts per meter.

Having determined θ by means of the above formula, the corresponding distance is determined by proceeding vertically on the chart at that value of θ to the appropriate curved line and then horizontally to the left to determine the distance.

ANNEX II

Field Intensity Measurements of High-frequency Broadcast Stations

WHERE REQUIRED by the *Standards of Good Engineering Practice Concerning High-frequency Broadcast Stations*, field intensity measurements shall be made with suitable measuring equipment having associated therewith a continuous recording device, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted, or so arranged that distances and identifying land marks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart.

Measurements made to determine the performance of high-frequency broadcast stations in connection with interference studies of high-frequency broadcast stations should be made along roads which parallel as nearly as possible the radials shown on the topographic map submitted with the application for construction permit. Locations shall be noted on the recorder chart as frequently as necessary to determine the exact location of the car in order to definitely fix the relation between the measured field intensity and the location.

Where measurements are made to determine the signal in connection with problems of interference with other high-frequency broadcast stations, they shall be carried to a point well beyond the 0.005 or 0.1 mv/m contours, whichever is pertinent to the particular problem, in order that the data may be adequate to accurately determine any interference.

After measurements are completed, the recorder chart shall be divided into sections, each section representing the projection of the actual path followed in making the measurements upon the sector of the radial from the topographic map along which the measurements are made. The field intensities in each section of the chart shall be analyzed to determine the intensity expected 50 per cent of the distance (medium field) throughout the section and this median field intensity is then associated with the corresponding sector of the radial. The sectors must not be longer than one-tenth the service radius or more than 5 miles. The outer boundary of each sector along the radial shall then be considered as the extent of a particular field intensity contour in the particular direction of a radial.

When making measurements at some distance from the station, stationary records should be made to determine the conditions of fading of the signal.

Sufficient data are not available to establish the long distance interference propagation characteristics. In any case under study measurements should be made similar to that in the standard band. Also, special studies will be necessary to establish the variation of the signal in the service area with seasons, sun spot cycles etc.

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Rules and Regulations

Governing Television Broadcast Stations

As Promulgated by FCC

(Corrected to Jan. 1, 1942)

DEFINITIONS

4.201—*Television Broadcast Station* means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.[1]

4.202—*Television Broadcast Band* means the bands of frequencies allocated for television broadcast stations.

4.203—*Television Channel* means a band of frequencies 6,000 kc. wide and which may be designated by channel numbers as in Section 4.224 or by the extreme lower and upper frequencies.

4.204—*Television Transmission Standards* means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

4.205—*Standard Television Signal* means a television signal conforming with the television transmission standards set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations.*

4.206—*Television Transmitter* means the radio transmitter or transmitters for the transmission of both visual and aural signals.

4.207—*Visual Transmitter* means the radio equipment for the transmission of the visual signal only.

4.208—*Aural Transmitter* means the radio equipment for the transmission of the aural signal only.

4.209—*Visual Transmitter Power* means the peak power output when transmitting a standard television signal.

4.210—*Service Area* means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

4.211—*Main Studio* as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

ALLOCATION OF FACILITIES

4.221—*Basis for License.* Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, and the antenna height in feet above surrounding area.

4.222—*Time of Operating.* Television broadcast stations will be licensed only for unlimited time operation.

4.223—*Showing Required.* Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the *Standards of Good Engineering Practice for Television Broadcast Stations.* (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accompanied by an analysis of the computation of the service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

4.224—*Channel Assignments.* The channels or frequency bands set forth below are available for assignment to television broadcast stations:

(a) Channel No.	
1	50,000- 56,000 kc.
2	60,000- 66,000 kc.
3	66,000- 72,000 kc.
4	78,000- 84,000 kc.
5	84,000- 90,000 kc.
6	96,000-102,000 kc.
7	102,000-108,000 kc.
8	162,000-168,000 kc.
9	180,000-186,000 kc.
10	186,000-192,000 kc.
11	204,000-210,000 kc.
12	210,000-216,000 kc.
13	230,000-236,000 kc.
14	236,000-242,000 kc.
15	258,000-264,000 kc.
16	264,000-270,000 kc.
17	282,000-288,000 kc.
18	288,000-294,000 kc.

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

4.225 — *Experimental Operation.* Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of Section 4.261 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

4.226—*Multiple Ownership.* No person (including all persons under common control)[2] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; ***provided, however,*** that no person (including all persons under common control), shall directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area; and provided, further, that the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

4.227—*Normal License Period.* All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring Feb. 1.

EQUIPMENT

4.241—*Maximum Rated Power; how determined.* (a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment. (b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

4.242—*Maximum Power Rating and Operating Power.* The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in Section 4.221.

4.243—*Monitors.* The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations;*

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations.*

4.244—*Required Transmitter Performance.* The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice.* The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

4.245—*Indicating Instruments.* The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy (See Standards—to be supplied).

4.246 — *Auxiliary and Duplicate Transmitters.* The provisions of Sections 3.63 and 3.64 of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations.

4.247—*Changes in Equipment and Antenna System.*

(a) No changes in equipment shall be made:

1. That would result in emission of signals outside of the authorized television channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the *Standards of Good Engineering Practice* provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See Section 4.261).

(b) Specific authority.[3] is required for a change in any of the following:

1. Increase in the maximum power rating of the transmitter.

2. Replacement of the transmitter as a whole.

3. Location of the transmitter antenna.

4. Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(Continued on page 334)

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[1] The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

[2] The word "control", as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[3] Formal application required. See *Standards of Good Engineering Practice for Television Broadcast Stations* for specific application form.

FCC Rules Governing Television

(Continued from page 333)

5. Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

6. Operating output power delivered to the antenna.

(c) Specific authority,[4] upon filing *informal* request therefor, is required for the following change in equipment and antenna;

1. Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in sub-section (b) 5.

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice* for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

4.248—*Operating output power; how determined.* The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the *Standards of Good Engineering Practice for Television Broadcast Stations.*

OPERATION

§ 4.261 *Minimum operating schedule.*—(*a*) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. There shall be at least 2 hours program transmission between 2 p.m. and 11 p.m. on six days of each week, including at least 1 hour program transmission between 7:30 and 10:30 p.m. on five days of each week.

(*b*) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

§ 4.262 *Station identification.* — (*a*) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(*b*) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

§ 4.263 *Motion picture film.*—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

§ 4.264 *Logs.*—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(*a*) *Program log.*

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading "outside pickup," "studio production," and "motion picture film," or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(*b*) *Operating log* (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

(*i*) Operating constants of the last radio stages.

(*ii*) Frequency monitor readings.

(*c*) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

§ 4.265 *Logs; retention of.*—Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§ 4.281.—The provisions of sections 3.421 to 3.424, both inclusive, of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

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[4] Informal application by letter may be made.

FCC Experimental Television Rules

Effective June 20, 1940

4.71 *Defined.*—(*a*) The term experimental television broadcast station means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.[16]

(*b*) Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

4.72 *Purpose.*—A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

4.73 *Licensing requirements, necessary showing.*—A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

(1) That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.

(2) That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.

(3) That the transmission of signals by radio is essential to the proposed program of research and experimentation.

(4) That the program of research and experimentation will be conducted by qualified personnel.

(5) That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

(6) That public interest, convenience or necessity will be served through the operation of the proposed station.

4.74 *Charges.*—No charges either direct or indirect shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

4.75 *Announcements.*—(*a*) *Station identification.*—A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

(*b*) At the time station identification announcements are made, there shall be added the following:

> *'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'*

4.76 *Operating requirements.*—(*a*) Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(*b*) Each licensee of a television station will from time to time make such changes in its operations as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

4.77 *Frequency assignment.*—(*a*) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Channel No.	
	GROUP A
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc
	GROUP B
8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc
12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 kc
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

GROUP C

Any 6000 kc band above 300,000 kc excluding band 400,000 to 401,000 kc.

(*b*) No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

(*c*) *No persons* (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

(*d*) A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

(*e*) Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

4.78 *Power.*—The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

4.79 *Reports.*—(*a*) A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

(1) Number of hours operated.

(2) Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.

(3) Data on expense of research and operation during the period covered.

(4) Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.

(5) Estimated degree of public participation in reception and the results of observations as to the effectiveness of types of transmission.

(6) Conclusions, tentative and final.

(7) Program for further developments in television broadcasting.

(8) All developments and major changes in equipment.

(9) Any other pertinent developments.

(*b*) Special or progress reports shall be submitted from time to time as the Commission shall direct.

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[16] The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast.

XUM

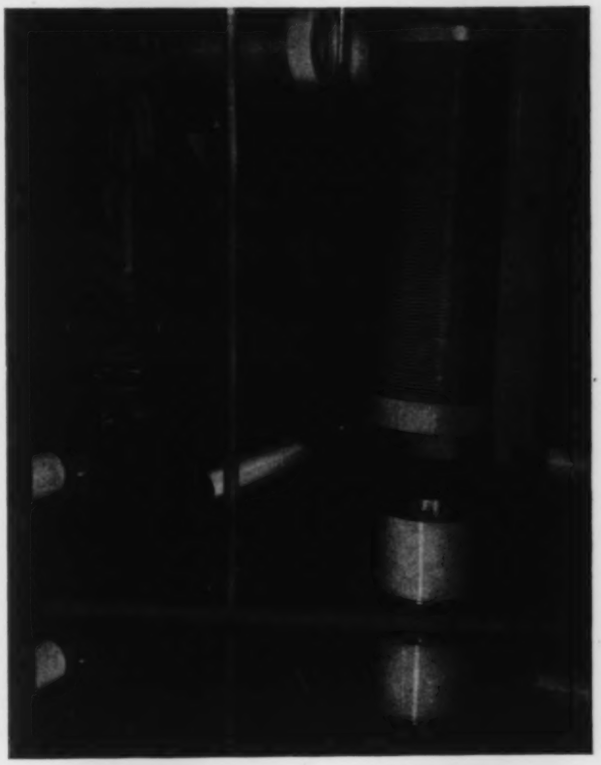
INSULATION HIGHLIGHTS

(*Above*) 13 DIRECTIONAL ANTENNAS are used at Columbia's new short-wave station located at Brentwood, Long Island. Photo shows Isolantite* lead-in and strain insulators for five of the antennas, all of which are similarly equipped with Isolantite.

(*Above*) TELEVISION ANTENNA developed by the General Electric Co. at Schenectady for use with its studio-to-station transmitter. Main transmitting station is located in the Helderberg Mountains, 12 miles away. Isolantite insulators of stand-off and lead-in variety and radio transmission line equipment are extensively used in connection with special television apparatus — as in other phases of the radio and communications industries.

(*Above*) IN THE DEVELOPMENT OF FM, the outstanding mechanical, thermal, and electrical properties of Isolantite have proved very advantageous. Ideal for ultra-high frequency service, Isolantite has been identified with this important development ever since its beginning. Photo shows Isolantite stand-off insulators on one of the turnstiles of Major E. H. Armstrong's experimental station W2XMN at Alpine, N. J.

(*Right*) FLARE-TYPE END SEALS for transmission lines are engineered by Isolantite's Radio Specialties Division specifically for the requirements of ultra-high frequency service, such as FM, television, airport beacons, and special applications. In these new designs, flared copper tubing is capped with an Isolantite disc of relatively thin cross-section — keeping unshielded portion of conductor to a minimum, and reducing lump capacity. End seals include solderless fitting for transmission line attachment.



(*Above*) SPECIAL INSULATORS made by Isolantite for Federal Telegraph Co. are shown here in the final amplifier stage of WABC's new transmitter on Columbia Island. Outstanding advantages of Isolantite coil forms and stand-off insulators are high strength, reduction in power losses, and accuracy in size and location of winding slots.

(*Left*) STAND-OFF INSULATORS with corona shields represent an improvement over previous designs. Shield is of spun aluminum. Insulators are engineered to relieve electrical stresses at top — where stress is ordinarily at a maximum.

**Registered trade-name for the products of Isolantite Inc.*

ISOLANTITE

CERAMIC INSULATORS

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Your FORMULA for '42

FM EQUIPMENT

YOUR STATION NEEDS
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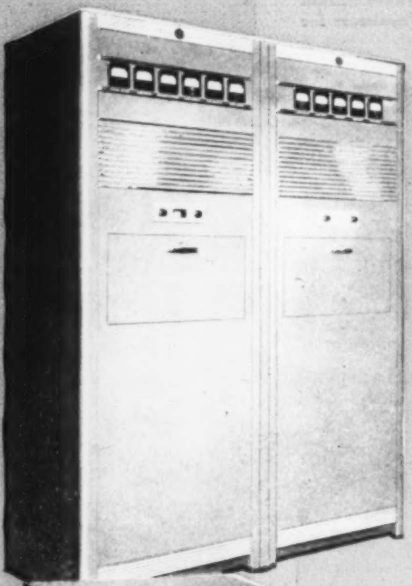
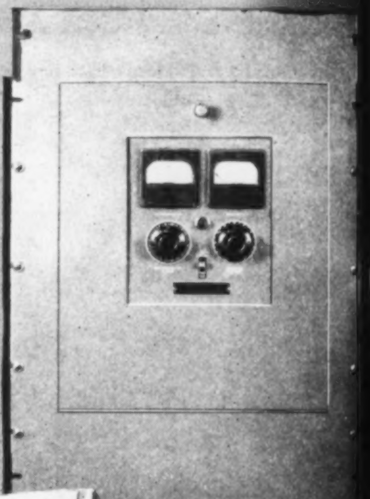
CONTRIBUTIONS TO FM



General Electric offers transmitters from 250 to 50,000 watts. Frequency stability, low noise level, audio fidelity, complete accessibility without disassembly — all contribute to long, dependable operation at low cost.

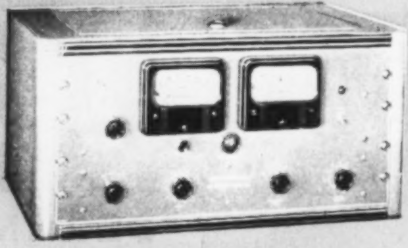
This rack-mounted receiver (Type LM-156) uses a double conversion superheterodyne circuit specially designed for S-T reception. It's the companion to our 25-watt FM relay transmitter shown below.

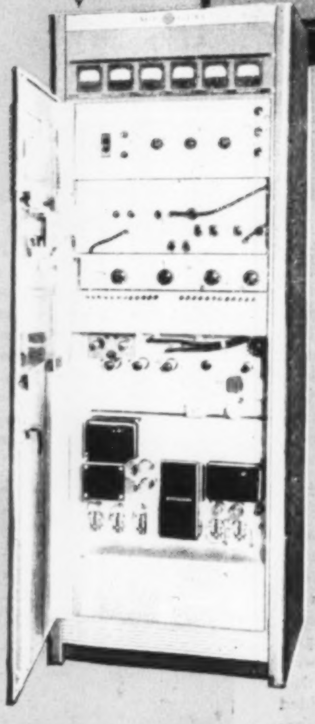


General Electric's 25-watt FM transmitter for S-T service in the 330-344 mc band (Type GF-8-A) — the best known method of transmitting your programs from studio to main transmitter without the loss of their original brilliance. Frequency swing ±75 kc for 100% modulation, meets F.C.C. requirements.

For life-like aural monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

FM station monitoring is made easy with this multi-purpose unit. It provides: direct reading of center-frequency (with or without modulation); direct reading of modulation percentage; instant calibration against a precision crystal standard; adjustable modulation-limit flasher; high fidelity output for audio monitor.



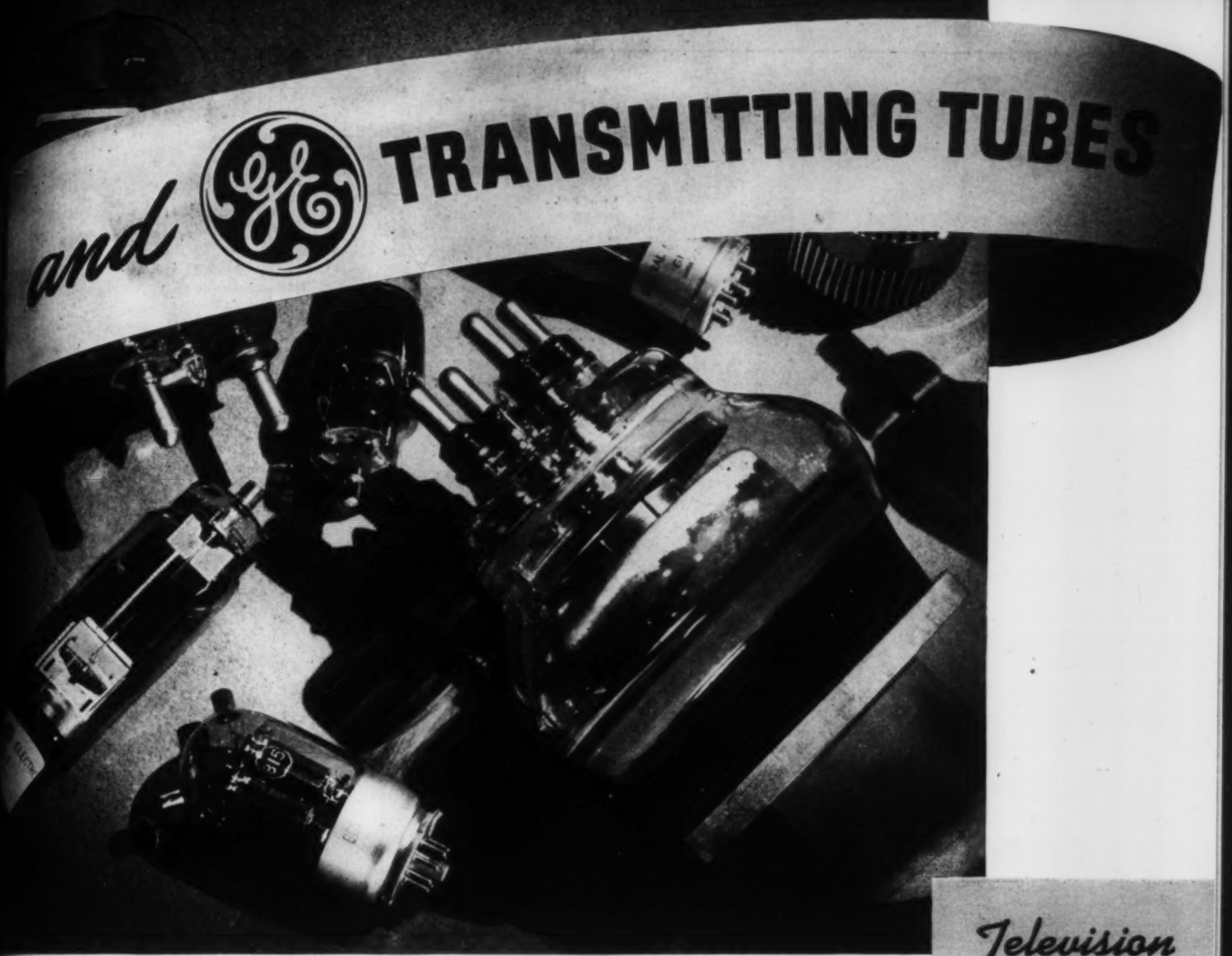


New multi-bay antennas, specially designed for FM broadcasting, are being developed by General Electric. Let us discuss your individual requirements for either broadcast or S-T service.

PROVED AT OUR STATION FOR USE AT YOURS

XUM

XUM



YOUR broadcasting needs for '42 have been anticipated by General Electric.

You'll find that our recent contributions to FM's progress have removed many of the hurdles from your path to FM. There is no finer, nor more complete, line of FM equipment available today. Our complete service extends from equipping your station to helping you build an FM audience.

From our complete line of transmitting tubes—pace-setters for more than 29 years—you'll find the right tubes to meet your requirements in standard broadcasting, international service, frequency-modulation, or television.

When you sign your next tube order specify General Electric tubes—proved in the laboratory, checked at our own broadcast stations, and verified by a long list of satisfied users throughout the radio industry. Ask our nearby representative for your copy of Bulletin GEA-3315C, or write General Electric Co., Schenectady, N. Y.

Only G.E. Builds the Complete FM System—Station Equipment and Home Receivers

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HOW TO PLAN AN FM STATION
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HOW TO MAKE MEASUREMENTS IN FM TRANSMITTERS
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Five valuable guides to help you in the FM field. Get them from your G-E representative, or write General Electric, Section 160-19, Schenectady, N. Y.

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Television

EQUIPMENT

General Electric television systems may be ordered in 4-kw and 40-kw ratings—complete, from studio equipment and lighting to transmitters and antennas.

Special circuits, developed by General Electric, make possible high definition at full output.

The new G-E high-frequency transmitting tubes contribute to reliability and to stable, efficient performance.

G-E television equipment reflects extensive operating experience gained at our television station, W2XB. When considering television, inspection of our facilities in Schenectady should be on your "must" list.

Television Stations Authorized by the FCC

(As of Jan. 1, 1942 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Channel No.	
1	50,000-60,000 kc.
2	60,000-66,000 kc.
3	66,000-72,000 kc.
4	78,000-84,000 kc.
5	84,000-90,000 kc.
6	96,000-102,000 kc.
7	102,000-108,000 kc.

GROUP B

Channel No.	
8	162,000-168,000 kc.
9	180,000-186,000
10	186,000-192,000 kc.
11	204,000-210,000
12	210,000-216,000 kc.
13	234,000-240,000
14	240,000-246,000
15	258,000-264,000 kc.
16	264,000-270,000
17	282,000-288,000
18	288,000-294,000

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

COMMERCIAL

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
Earle C. Anthony Inc., Los Angeles, Cal.	KSEE	6	1,850
Columbia Broadcasting System Inc. New York City	†WCBW	2	2,400
Don Lee Broadcasting System, Hollywood, Cal.	KTSL	1	5,600
General Electric Co., Schenectady, N. Y.	WRGB	3	3,100

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
The Journal Co., Milwaukee, Wis.	WMJT	3	1,200
National Broadcasting Co. Inc. New York City	†WNBT	1	1,800
Philco Radio & Television Corp., Philadelphia, Pa.	WPTZ	3	680 CP-400
Zenith Radio Corp., Chicago, Ill.	WTZR	1	1,270

†License covering CP issued.

EXPERIMENTAL

Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Power in Watts Aural
Earle C. Anthony, Inc., Los Angeles, Cal.	W6XEA	6	1,000	1,000
Balaban & Katz Corp., Chicago, Ill.	W9XBK	2	1,000	1,000
Balaban & Katz Corp., Portable-Mobile, Area of Chicago, Ill.	W9XBT	11 & 12	40	----
Balaban & Katz Corp., Chicago, Ill.	W9XPR	Group C	10	----
Bamberger Broadcasting Service, Inc., New York, N. Y.	W2XBB	6	1,000	1,000
Columbia Broadcasting System, Inc., New York, N. Y.	W2XAB	2	7,500	7,500
Columbia Broadcasting System, Inc., Los Angeles, Cal.	W6XCB	8	1,000	1,000
Columbia Broadcasting System, Inc., Chicago, Ill.	W9XCB	4	1,000	1,000
The Crosley Corp., Cincinnati, Ohio	W8XCT	1	1,000	1,000
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	4	50	50
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	W3XWT	1	1,000	1,000
Farnsworth Television and Radio Corp., Fort Wayne, Ind.	W9XFT	3	1,000	1,000
General Electric Co., New Scotland, N. Y.	W2XB	3	10,000	3,000
General Electric Co., New Scotland, N. Y.	W2XD	8	40	----
General Electric Co., New Scotland, N. Y.	W2XGE	8	60	50
Hughes Tool Co., Los Angeles, Cal.	W6XHH	2	10,000	10,000
Hughes Tool Co., San Francisco, Cal.	W6XHT	2	10,000	10,000
Kansas State College of Agriculture & Applied Science, Manhattan, Kan.	W9XAK	1	100	100
Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	1	1,000	150
Don Lee Broadcasting System, San Francisco, Cal.	W6XDL	1	1,000	1,000
Metropolitan Television, Inc., New York, N. Y.	W2XMT	8	250	250
National Broadcasting Co., Inc., New York, N. Y.	W2XBS	1	12,000	15,000
National Broadcasting Co., Inc., Washington, D. C.	W3XNB	2	1,000	1,000
National Broadcasting Co., Inc., Philadelphia, Pa.	W3XPP	7	1,000	1,000
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	10,000
Purdue University, West Lafayette, Ind.	W9XG	3	750	750
RCA Manufacturing Co., Inc., Portable (Camden, N. J.)	W3XAD	Group C	500	500
RCA Manufacturing Co., Inc., Camden, N. J.	W3XEP	5	30,000	30,000
State University of Iowa, Iowa City, Iowa	W9XUI	1 & 12	100	----
Television Productions, Inc., Portable-Mobile, Area of Los Angeles, Cal.	W6XLA	13 & 14	250	----
Television Productions, Inc., Los Angeles, Cal.	W6XYZ	4	1,000	1,000
WCAU Broadcasting Co., Philadelphia, Pa.	W3XAU	5	1,000	1,000
Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000

Again in the Twin Cities' Market
8 OF THE 10 TOP STARS
Chosen in Radio Daily's Nationwide Critics'
Poll Are Heard Exclusively Over

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Minneapolis—St. Paul
50,000 Watts—Clear Channel
Exclusive NBC Affiliate for the Twin Cities

F-M
STANDARD
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Sound control by JOHNS-MANVILLE means brilliant broadcast quality

FOR ANY TYPE OF BROADCAST—at any frequency—true high-fidelity reproduction depends upon the correct acoustical background. That's why so many stations call on Johns-Manville for help in modernizing studios or building new ones.

With J-M Sound-Control Materials and Methods, J-M Acoustical Engineers can solve your problems of acoustical correction or sound isolation. And because J-M Engineers know how to achieve best results at minimum cost, even the smallest station can afford the benefits of *sound control by Johns-Manville.* For details on the J-M Acoustical-Engineering Service and on J-M Sound-Control Materials, write Johns-Manville, 22 E. 40th St., New York, N. Y.

Leading Stations from coast to coast assure high broadcast quality with Sound Control by Johns-Manville

CFRB	Toronto, Ont., Can.
CKAC	Montreal, Que., Can.
CKGB	Timmins, Ont., Can.
KDKA	Pittsburgh, Pa.
KFJZ	Ft. Worth, Tex.
KGEI	San Francisco, Cal.
KGER	Los Angeles, Cal.
KGKO	Ft. Worth, Tex.
KGNC	Amarillo, Tex.
KMBC	Kansas City, Mo.
KMOX	St. Louis, Mo.
KNX	(Columbia Square) Hollywood, Cal.
KOWH	Omaha, Nebr.
KOY	Phoenix, Ariz.
KRE	Berkeley, Calif.
KSCJ	Sioux City, Iowa
KSTP	St. Paul, Minn.
KWKH	Shreveport, La.
KYSM	Mankato, Minn.
KYW	Philadelphia, Pa.
WABC	(CBS Key Station) New York, N. Y.
WAKR	Akron, Ohio
WBBM	Chicago, Ill.
WBEN	Buffalo, N. Y.
WBNS	Columbus, Ohio
WBTM	Danville, Va.
WCAL	Northfield, Minn.
WCKY	Cincinnati, Ohio
WCHS	Charleston, W. Va.
WCOU	Lewiston, Me.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDRC	Hartford, Conn.
WEBC	Duluth, Minn.
WFAA	Dallas, Texas
WFBR	Baltimore, Md.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, O.
WGES	Chicago, Ill.
WGN	(Tribune Square) Chicago, Ill.
WGY	Schenectady, N. Y.
WHAS	Louisville, Ky.
WHBC	Canton, Ohio
WHCO	Ithaca, N. Y.
WHYN	Holyoke, Mass.
WIRE	Indianapolis, Ind.
WISH	Indianapolis, Ind.
WJJD	Chicago, Ill.
WJLS	Beckley, W. Va.
WKIP	Poughkeepsie, N.Y.
WKY	Okla. City, Okla.
WLAW	Lawrence, Mass.
WLAY	Grand Rapids, Mich.
WLOL	Minneapolis, Minn.
WLS	Chicago, Ill.
WNAX	Yankton, S. Dak.
WNBC	Hartford, Conn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOI	Ames, Ia.
WOR	Newark, N. J.
WOV	New York, N. Y.
WOW	Omaha, Nebr.
WOWO	Ft. Wayne, Ind.
WPFT	Raleigh, N. C.
WRC	Washington, D. C.
WRNL	Richmond, Va.
WSAL	Salisbury, Md.
WTAM	Cleveland, Ohio
WTHT	Hartford, Conn.
WWNC	Asheville, N. C.
WWJ	Detroit, Mich.
Ashtabula Star Bureau,	Ashtabula, Ohio
Belle Isle Radio Station,	Detroit, Mich.
Dept. of Interior,	Washington, D. C.
Merchandise Mart (NBC),	Chicago, Ill.
Radio City,	Hollywood, Calif.
Radio City, N. Y. City, N. Y.	
Silverspire Broadcasting Co.,	St. Catherines, Ont., Can.

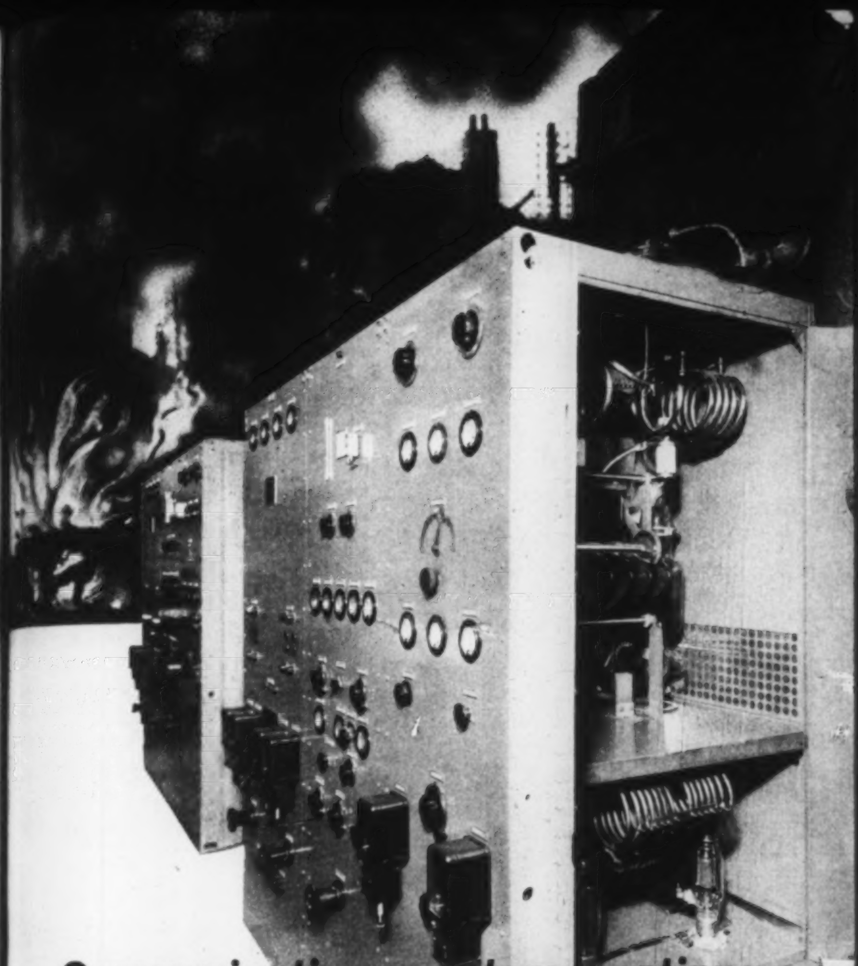
JOHNS MANVILLE JM PRODUCTS

JOHNS-MANVILLE SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Directory of BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y.	45 Water St.	Cuba 4	C. H. Bunch	Voltage regulators, transformers, signalling transformers
H. W. Acton Co. Inc.	New York	370 Seventh Ave.	Longacre 5-4884	Harold A. Bengeyfield	Transcription needles, steel cutting needles
Aerovox Corp.	New Bedford, Mass.	740 Belleville Ave.	6-8221	S. I. Cole	Transmitting capacitors and resistors, mica-paper-oil filled-electrolytic capacitors
The Alliance Mfg. Co.	Alliance, O.	Lake Park Blvd.	6249	P. M. Turner	Phonograph motors and turntables. Recording motors
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	W. F. Marsh	Recorders, discs, needles, turntables, amplifiers, microphones, stands, cables, accessories, transmitting tubes, speech input equipment, transcription reproducers, dry batteries
Allied Record Mfg. Co.	Hollywood, Cal Washington, D. C.	1041 N. Las Palmas Ave. 1400 L St., N. W.	Hollywood 5107 Me. 0948	Louis I. Goldberg W. H. Holmes Jr.	Processing and pressings of electrical transcriptions and phonograph records
Allied Recording Products Co.	Long Island City, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	J. Strauss	Recording machines, recording blanks, recording amplifiers, accessories
Altec Lansing Corp.	Los Angeles, Cal.	6900 McKinley Ave.	Thornwall 4175	Jas. B. Lansing	Loud speakers, amplifiers, horns, transformers, and two way speaker systems
American Bridge Co.	Pittsburgh, Pa.	Frick Bldg.	Atlantic 4300	....	Radio towers
American Microphone Co., Ltd.	Los Angeles, Cal.	1915 S. Western Ave.	Parkway 0778	F. A. Yarbrough	Dynamic, crystal and carbon microphones, microphone repairs, microphone stands
Amperex Electronic Products Inc.	New York Los Angeles, Cal. Seattle, Wash. Chicago, Ill.	79 Washington St. 1623 S. Hill St. 3218 Western Ave. 9 S. Clinton St.	Cumberland 6-4430 Richmond 8902 Ga. 7722 Central 1894	S. Norris C. R. Strassner R. C. James Wm. H. Ellinger	Transmitting tubes
Amperite Company	New York	561 Broadway	Canal 6-1446	S. Ruttenberg	Microphones, boom and floor stands, preamplifiers, kontak units
Amplifier Co. of America	New York	17 W. 20th St.	Chelsea 2-6998	N. M. Haynes	Amplifiers, regulators, transformers, reactors, equalizers, filters, preamplifiers, regulated power suuplies (AC-DC)
Victor J. Andrew Co.	Chicago, Ill.	363 East 75th St.	Radcliffe 1183	C. R. Cox	Coaxial cable antenna coupling units, directional antenna phasing units, remote antenna ammeters, antenna lighting filters and transformers, phase monitors, high frequency antennas
Armstrong Cork Co.	Lancaster, Pa.	Lancaster	Lancaster 5151	P. C. Bunker	Corkoustic, temlok, cork tile, rubber tile, linoleum, asphalt tile, cushiontone
The Astatic Corp.	Youngstown, O.	830 Market St.	4-5213	R. T. Schottenberg	Microphones, phonograph pickups, recording heads, microphone stands, accessories
Atlas Resistor Co.	New York	104-56-108 St.	Canal 6-1054	William A. Merrill	Tubulor resistors
Atlas Sound Corp.	Brooklyn, N. Y.	1451 39th St.	Windsor 8-5500	R. C. Reinhardt	Microphone floor stands, boom stands, special microphone mountings, monitor speakers, table stands, shielded microphone connectors, speaker baffles, projectors, cabinets, high-powered and weather proof speakers for sound trucks
Audak Co.	New York	500 5th Ave.	Lackawanna 4-3723	George V. Sullivan	Pickups, cutting heads, microdyne
Audio Devices, Inc.	New York	1600 Broadway	Circle 5-5696	C. C. Pell Jr.	Recording discs, cutting and playback needles, recording accessories
Audio Products Co.	Burbank, Cal.	2101 W. Olive St.	Charleston 6-6030	A. J. Edgcomb	Potentiometers, "T" mixer control, master gain controls, equalizer pots, grid pots, gain sets, matching pads, branching networks, fixed pads, fixed resistors, steel cabinets, relay racks, standard panels, dust covers, depress chassis, metal finishing, machine engraving, precision machine work
The Bass Construction Co.	Cleveland, O.	2001 Lakeside	....	....	Vertical radiator erectors
Blaw-Knox Co.	Pittsburgh, Pa. Chicago New York Philadelphia Birmingham	P. O. Box 1198 Peoples Gas Bldg. 342 Madison Ave. 1617 Penna. Blvd. Brown-Marx Bldg.	Sterling 2700 Harrison 7633 Vanderbilt 3-3746 Rittenhouse 1681 3-4931	E. J. Stanbitz	Radio towers, vertical radiators
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	22-281	G. E. Wright	Quartz crystals and mountings
Bond Electric Corp.	New Haven, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	Dry batteries and flashlights
Boonton Radio Corp.	Boonton, N. J.	P. O. Box 390	Boonton 8-0795	W. D. Loughlin	Beat frequency generator, Q-meter
The Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	Victor B. Phillips	Microphones, headphones, pickups, record cutters, oscillographs, magnetictape recorders
Bud Radio Inc.	Cleveland, O.	2118 E. 55th St. (Office) 5205 Cedar Ave. (Factory)	Henderson 7166	Max L. Haas	Ceramic and bakelite coil forms, R. F. chokes; steel chassis, amplifier foundations, cabinet racks, variable condensers of transmitting types, microphone stands, transmitting chokes, relay racks, cabinets, panels, dials, name plates, knobs, sockets, jacks and other short wave parts
Burgess Battery Co.	Freeport, Ill.	....	Main 3300	V. G. Reel	A, B and C batteries
Wm. W. L. Burnett (Radio Laboratory)	San Diego, Cal.	4814 Idaho St.	Talbot 4943	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service for radio stations

(Continued on Page 342)



Communications centers continue functioning at peak efficiency with

AMPEREX

WATER AND AIR COOLED TRANSMITTING TUBES

One of the largest news gathering organizations, operating twenty-six transmitters in various parts of the world, reports highly satisfactory results under the severest conditions of actual service.

In the latter half of 1939, Amperex HF3000's and ZB3200's were installed in several of their transmitters.

After many other types of air-cooled and water-cooled tubes had been tried and found wanting, these Amperex HF3000 and ZB3200 tubes, which had been in continuous operation, were adopted for the entire system.

More than 100 types of Amperex Transmitting and Rectifying Tubes are available for rapid delivery.

Amperex
TUBE
3000

AMPEREX

HF-3000 - ZB-3200

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 340]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Canadian Marconi Co. Ltd.	Montreal, Quebec Toronto, Ont. Halifax, N. S. Winnepeg, Man. Vancouver, B. C. St. John's, Newfoundland	211 St. Sacrement St. 92 Adelaide St., West 47 Argyle St. 356 Main St. 500 Beatty St. Adelaide & New Gower Sts.	Marquette 7081 Elgin 9275 Bishop 6712 97-255 Marine 0464 881	M. M. Elliott G. F. Eaton F. T. Winter W. F. Souch L. S. Hawkins J. J. Collins	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, turntables, vertical radiators, accessories
Carrier Microphone Co.	Inglewood, Cal.	439 S. La Brea Ave.	Inglewood 596	O. B. Carrier	Microphones
Celotex Corp.	Chicago, Ill.	919 N. Michigan Ave.	Whitehall 7010	....	Acoustical materials, interior finish, insulation
Centralab Division of Globe-Union Inc.	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Attenuators, variable resistors, fixed resistors, ceramic capacitors, band change switches
Chicago Sound System Co.	Chicago, Ill.	315 E. Grand Ave.	Delaware 1405	F. Brucker	Special amplifiers and cases
Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 N. La Salle St.	Humboldt 2-0880 Central 5275	George H. Clark	Transcription processing
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 N. 6th St.	Evergreen 8-6770	Victor Mucher	Volume control, attenuators, "L" and "T" pads, resistors
The Clough-Brengle Co.	Chicago, Ill.	5501 N. Broadway	Longbeach 5616	Kendall Clough	Test oscillators (radio and audio frequency), transmission testing equipment, universal meters
Collins Radio Co.	Cedar Rapids, Ia. New York	855 35th N. E. 11 W. 42nd St.	3-0241 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, preamplifiers, remote pick-up amplifiers (portable), bridging, power, program, recording and monitoring amplifiers, limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), special speech equipment
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording discs, needles, cutting stylii, sapphires, playback needles
Cornell-Dubilier Elec. Corp.	South Plainfield, N. J.	1000 S. Hamilton Blvd.	Plainfield 6-9000	Leon L. Adelman	Capacitors-paper, dykanol, mica, wet and dry electrolytics—for all circuit requirements
Corning Glass Works	Corning, N. Y.	....	372	C. J. Phillips	Insulators, piping for cooling systems
Cornish Wire Co.	New York	15 Park Row	Cortlandt 7-2525	W. F. Osler Jr.	Radio and electric wires and cables
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-3458	Lewis Newman	Attenuators, variable (step by step) attenuation boxes, decades, decade boxes, line equalizers, output meters, transmission measuring sets, potentiometers, fixed pads, rheostats, loudspeaker controls, VU meter panel, volume level indicator, faders, switches, meter multipliers, resistors, measuring equipment
Doolittle Radio Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2808	C. M. Rodman	Visual frequency monitors, antenna coupling units, coaxial transmission lines and fittings, power supplies
Allen B. Du Mont Laboratories, Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	Leonard F. Cramer	Cathode-ray oscillographs and modulation monitors, cathode-ray tubes
Duotone Co. Inc.	New York	799 Broadway	Orchard 4-1410	....	Recording and playback needles
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	Samuel Sherman	Microphone stands and accessories
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Electronic equipment, transformers, radio tube machinery, electric welding equipment
Eitel-McCullough Inc.	San Bruno, Cal.	798 San Mateo Ave.	117	J. A. McCollough W. W. Eitel	Transmitting tubes, vacuum condensers and rectifiers
Electro-Voice Mfg. Co. Inc.	South Bend, Ind.	1239 South Bend Ave.	3-7764	A. R. Kahn	Microphones, stands, accessories
Epiphone, Inc.	New York	142 W. 14th St.	Chelsea 2-4408	H. Sunshine	Microphones
Evanston Sound-Proof Door	Evanston, Ill.	1127 Hinman Ave.	University 2758	W. W. Lloyd	Sound-proof doors
Fairchild Aviation Corp.	Jamaica, L. I., N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	B. H. Collins	Recording equipment, pickups, transcription turntables, amplifiers, recording accessories, equalizers
Federal Recorder Co., Inc.	Chicago, Ill.	630 S. Wabash Ave.	Harrison 8330	Jack Siegel	Recorders and accessories, blank discs, recording and play back needles
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters
Ferranti Electric, Inc.	New York	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio transformers, power transformers, plate and filament transformers for transmitting purposes, modulation sets for broadcast transmitters, special transformers, high Q reactors, filters, equalizers
Ferris Instrument Corp.	Boonton, N. J.	....	Boonton 0781	Harold E. Barnes	Noise meters, signal generators, special equipment for Government
Garrard Sales Corp.	New York	296 Broadway	Rector 2-1423	Wm. Carduner	Record changers, transcription motors, pickups, cases
Gates Companies (Gates American Corp.) (Gates Radio & Supply Co.)	Quincy, Ill.	....	Main 522	F. J. Pippenger	All types of radio broadcast transmitters, speech equipment, turn tables, recording equipment, microphones, equalizers, sound effect tables and allied equipment to the broadcast field
General Electric Co.	Schenectady, N. Y. Atlanta, Ga. Boston, Mass. Chicago, Ill. Cleveland, O. Dallas, Texas Denver, Colo. Los Angeles, Cal. New York Philadelphia, Pa. Portland, Ore. San Francisco, Cal. Washington, D. C.	1 River Road 187 Spring St., N. W. 140 Federal St. 840 S. Canal St. 4966 Woodland Ave. 1801 N. Lamar St. 650 Seventeenth St. 212 N. Vignes St. 570 Lexington Ave. 1405 Locust St. 920 S.W. Sixth Ave. 235 Montgomery St. 806 15th St., N. W.	4-2211 Walnut 9796 Hubbard 1800 Wabash 5611 Endicott 4464 LD-987 Keystone 7171 Madison 7381 Wickersham 2-1311 Pennypacker 9000 Atwater 0281 Douglass 3740 Metropolitan 3600	G. W. Henyan E. T. Austin S. H. Magruder E. G. Abbott L. M. Klentz J. Y. Bowman F. C. O'Kelly P. G. Caldwell D. C. Hierath P. J. Walton L. R. Elder E. A. Whitehead T. B. Jacocks	Complete frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, JM Monitors and high fidelity monitoring loudspeakers, television studio equipment and oscillo-scopes. Transmitting tubes, quartz crystals for every purpose, square wave generators and measuring apparatus

(Continued on Page 346)

A clear case of
COVERAGE

Each pin on this map indicates an installation of from one to five Blaw-Knox Vertical Radiators. Coast to Coast evidence that the radio industry prefers Blaw-Knox specialized service in designing and building efficient antennas for greater coverage. Blaw-Knox engineering experience covers the entire history of radio. It is available to you!

BLAW-KNOX
Division of Blaw-Knox Company
Farmer's Bank Building, Pittsburgh, Penna

BLAW-KNOX
VERTICAL
RADIATORS
FM and TELEVISION TOWERS

The parade lengthens

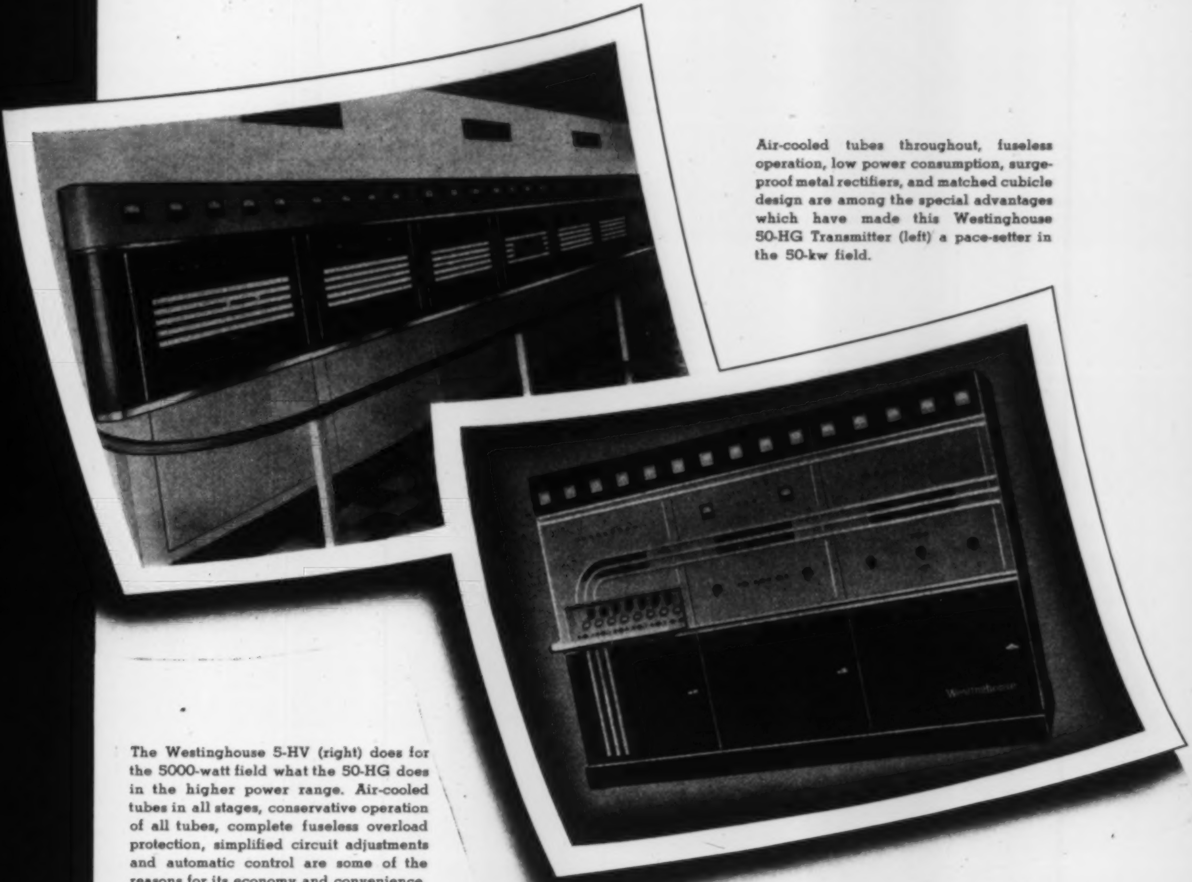
50 HG

KDKA *Pittsburgh*
WBZ *Boston*
WPTF *Raleigh*
WBAL *Baltimore*
WKBW *Buffalo*
KFAB *Lincoln*

5 HV

WNBC *Hartford*
WPEN *Philadelphia*
WCAO *Baltimore*
WAGA *Atlanta*
WNBF *Binghamton*
KGA *Spokane (10 HV)*

XUM



Air-cooled tubes throughout, fuseless operation, low power consumption, surge-proof metal rectifiers, and matched cubicle design are among the special advantages which have made this Westinghouse 50-HG Transmitter (left) a pace-setter in the 50-kw field.

The Westinghouse 5-HV (right) does for the 5000-watt field what the 50-HG does in the higher power range. Air-cooled tubes in all stages, conservative operation of all tubes, complete fuseless overload protection, simplified circuit adjustments and automatic control are some of the reasons for its economy and convenience.

Westinghouse Transmitters set the pace

More stations are stepping into line for new operating economy, convenience, and attractive arrangement as the swing toward Westinghouse Transmitters gains speed.

The Westinghouse 50-HG has set a new pace for 50,000-watt transmitters —and in the 5000-watt field it's the 5-HV.

This is the development that came about when Westinghouse, applying knowledge accumulated over many years of radio and diversified electrical experience, brought a fresh viewpoint to bear on transmitter design.

It is interesting to note that Westinghouse Transmitters are going into key areas where radio has big responsibilities to meet.

As pace-setters in today's radio parade, the stations now having on order or now using Westinghouse Transmitters are stations to keep an eye on, as radio faces the great responsibilities and exacting requirements of National Emergency.

J-08041

Westinghouse

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

Continued from Page 312

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Radio Company	Cambridge, Mass. New York Los Angeles, Cal.	30 State St. 90 West St. 1000 N. Seward St.	Trowbridge 4400 Cortland 7-0850 Hollywood 6321	A. E. Thiessen L. E. Packard F. Ireland	Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors
Gould-Moody Co.	New York	395 Broadway	Worth 4-8082	Sidney S. Gould	Recording blanks, needles
Graybar Electric Co., Inc.	New York New York Boston Philadelphia Richmond Atlanta Miami, Fla. Cleveland Pittsburgh Detroit Cincinnati Chicago Minneapolis St. Louis Kansas City Dallas San Francisco Los Angeles Seattle	420 Lexington Ave. 180 Varick St. 287 Columbus Ave. 910 Cherry St. 6th & Cary Sts. 167-173 Walton St., N. W. 835 Northwest First Ave. 1010 Rockwell Ave. 37 Water St. 55 W. Canfield Ave. 310 Elm St. 500 S. Clinton St. 413-17 S. 4th St. 1220 Spruce St. 1644 Baltimore Ave. Austin & Wood Sts. 9th & Howard Sts. 201 Santa Fe Ave. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 Miami 2-3168 Cherry 1360 Court 4000 Columbia 5500 Main 0600 Webster 2800 Main 1188 Main 1610 2-4101 2-6454 Hemlock 3121 Trinity 3321 Main 4635	A. J. Eaves G. L. Donnett F. J. Stahl J. W. LaMarque J. P. Lynch G. I. Jones L. E. Walker F. L. Allman D. B. McKay E. C. Fox L. B. Hathaway W. A. Wayman K. S. Deichman A. W. Hallett E. H. Taylor G. E. Brown R. G. McCurdy J. A. Costelow Cecil Ross K. G. Morrison J. H. Ganzenhuber J. W. Wallace	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators, and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone
Hammarlund Mfg. Co., Inc.	New York	424 W. 33rd St.	Lackawanna 4-3023	Lloyd A. Hammarlund	Radio receiver and transmitter parts, variable condensers, commercial receivers and transmitters (AM and FM)
George H. Hardner Corp.	Allentown, Pa.	602 Hamilton St.	Allentown 9549	T. E. Spicknall	Studio and transmitter buildings, towers, underground radial systems, underground power service, renovation service
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed, topped, adjustable vitreous enamelled resistors, non-inductive resistors, power rheostats, laboratory rheostats
D. H. Harrell Co.	Chicago, Ill.	10640 Buffalo Ave.	South Chicago 2010	D. H. Harrell	Tubular vertical radiators, antennas and antenna mountings for high frequency stations
Harris Mfg. Co.	Los Angeles, Cal.	2422 W. 7th St.	Fitzroy 6026	J. Henry Harris	Transcription playback instruments. Phonograph needles.
Hartenstine-Zane Co., Inc.	New York	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Complete installation of antenna system including foundations, towers furnished and erected, painted, lighted. Ground systems
Harvey-Wells Communications Inc., & Precision Crystal Division	Southbridge, Mass.	P. O. Box 100	1940	Richard A. Mahler	50 watt mobile relay broadcast transmitter, quartz crystals, crystal holders and crystal ovens
Heintz & Kaufman, Ltd.	So. San Francisco, Cal.	....	So. San Francisco 1515	W. Noel Eldred	Transmitting tubes
Hipower Crystal Co.	Chicago, Ill. Chicago, Ill.	2035 Charleston St. 205 W. Wacker Dr.	Armitage 0654 Randolph 7725	Frank Lazarik R. W. Groth G. H. Stone	Piezo electric quartz crystals and holders
Hollister Crystal Co.	Wichita, Kansas	Hotel Lassen	4-2387	Herb Hollister	"A" cut crystals
Ideal Commutator Dresser Co.	Sycamore, Ill.	1054 Park Ave.	Sycamore 77	E. A. Paules	Portable cleaners, soldering tools, fuse pullers, fuse reducers, precision grinders, commutator resurfacers
Imperial Record Co.	New York	2 W. 46th St.	....	Eli E. Oberstein	Records
Insulite (Division of Minnesota and Ontario Paper Co.	Minneapolis, Minn.	1100 Builders Exchange Bldg.	Atlantic 4551	E. W. Morrill	Acoustical control and sound quieting materials
International-Stacey Corp.	Columbus, O.	875 Michigan Ave.	University 2123	Ferguson Barnes	Self-supporting and guyed uniform cross-section radiators, F-M, television and short wave antenna supporting towers, ground screens, airway towers
Isolantile Inc.	New York	233 Broadway	Rector 2-9274	H. L. Quick	High frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0714	Chas. F. Jacobs	Antenna spreaders and adjustable feedline separators
E. F. Johnson Co.	Waseca, Minn.	....	....	Lloyd W. Olander	Phasing equipment, antenna tuning equipment, pressure condensers, coaxial line, condensers, inductors, tube sockets, insulators
Johns-Manville Sales Corp.	New York	22 E. 40th St.	Lexington 2-7600	H. R. Berlin	Acoustical materials, sound isolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring
Kenyon Transformer Co., Inc.	New York	840 Barry St.	Dayton 9-0100	Gene Turney	Transformers, studio to power
Kluge Radio Co.	Los Angeles, Cal.	403 N. Occidental Blvd.	Exposition 1742	Myron E. Kluge	Special transmitting equipment
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	LeRoy 385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe entrance insulators, stand-off andtransmission line insulators, special radio insulators, condensers—high pressure gas filled from 100 mmf, 7.5 Kv carrier RMS to 2000 mmf, 15Kv
Lehigh Structural Steel Co.	New York	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lektra Laboratories Inc.	New York	30 E. 10th St.	Algonquin 4-0230	Ben Eisenberg	Dynamic bullet microphone, bullet inter-communicating systems
The Lifetime Corp.	Toledo, O.	1825 Adams St.	Main 5643	Wm. H. Manoff	Microphone stands, trumpet and speaker units
John E. Lingo & Son, Inc.	Camden, N. J.	28th & Buren Ave.	Camden 487	J. E. Lingo	Tubular steel vertical radiators, turnstile antennas (for FM and television) ultra high frequency antennas, portable vertical radiators (dural for emergency uses), UHF antenna support poles

(Continued on Page 348)

LAPP GAS-FILLED CONDENSERS

LAPP TOWER FOOTING INSULATORS

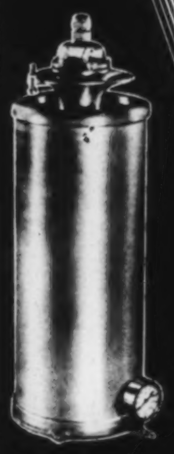
LAPP GUY STRAIN INSULATORS

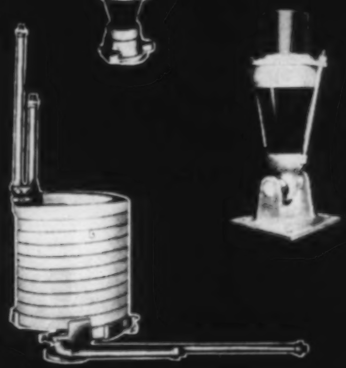
LAPP PORCELAIN WATER COILS

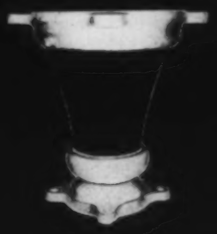
CHECK LIST

FOR RADIO ENGINEERS

CONTEMPLATING PURCHASE OF NEW TRANSMITTER EQUIPMENT







Dedicated to the cause of more efficient, trouble-free radio transmission, these Lapp specialties should be on the check list of every engineer contemplating installation of new transmitter equipment or modernization of present equipment. "Insulated by Lapp" is a phrase synonymous with operating security in radio transmission and in electrical power transmission the world over.

☐ **LAPP GAS-FILLED CONDENSERS**

New, superior design and rigid mechanical construction in the Lapp Condenser results in genuinely trouble-free service. Maximum capacity for given external dimensions. Practically zero loss. No change in capacitance with change in temperature. Puncture-proof. Wide range of sizes for practically every transmission requirement.

☐ **LAPP TOWER FOOTING INSULATORS**

Sectionalizing types for insulation of existing structures. Push-pull types for self-supporting radiators. Base insulators for guyed radiators up to 1000-foot height. All these base insulators utilize the Lapp patented curved-side compression cone for maximum mechanical strength.

☐ **LAPP GUY INSULATORS**

Mast guy insulators are available in a range of sizes suitable for supporting structures up to and including 1000 feet high and 500 KW duty, for break-up duty and primary installation. Construction with the Lapp compression cone assures that porcelain be loaded only in compression.

☐ **LAPP PORCELAIN WATER COILS**

The famous Lapp Water Coil for transmitter tube cooling, the coil that eliminated sludging in the water system. Because water used with the Lapp coil remains pure and at high resistance, tube life is increased and expense and inconvenience of changing water and replacing hose and fittings is eliminated. Alternate cooling system can be worked out with Lapp porcelain pipe, pieces and fittings of which are available for practically any requirement.

Complete descriptive literature is available on all these Lapp specialties for radio transmission. Write today.

LAPP

INSULATOR CO., INC., LE ROY, N. Y., U. S. A.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

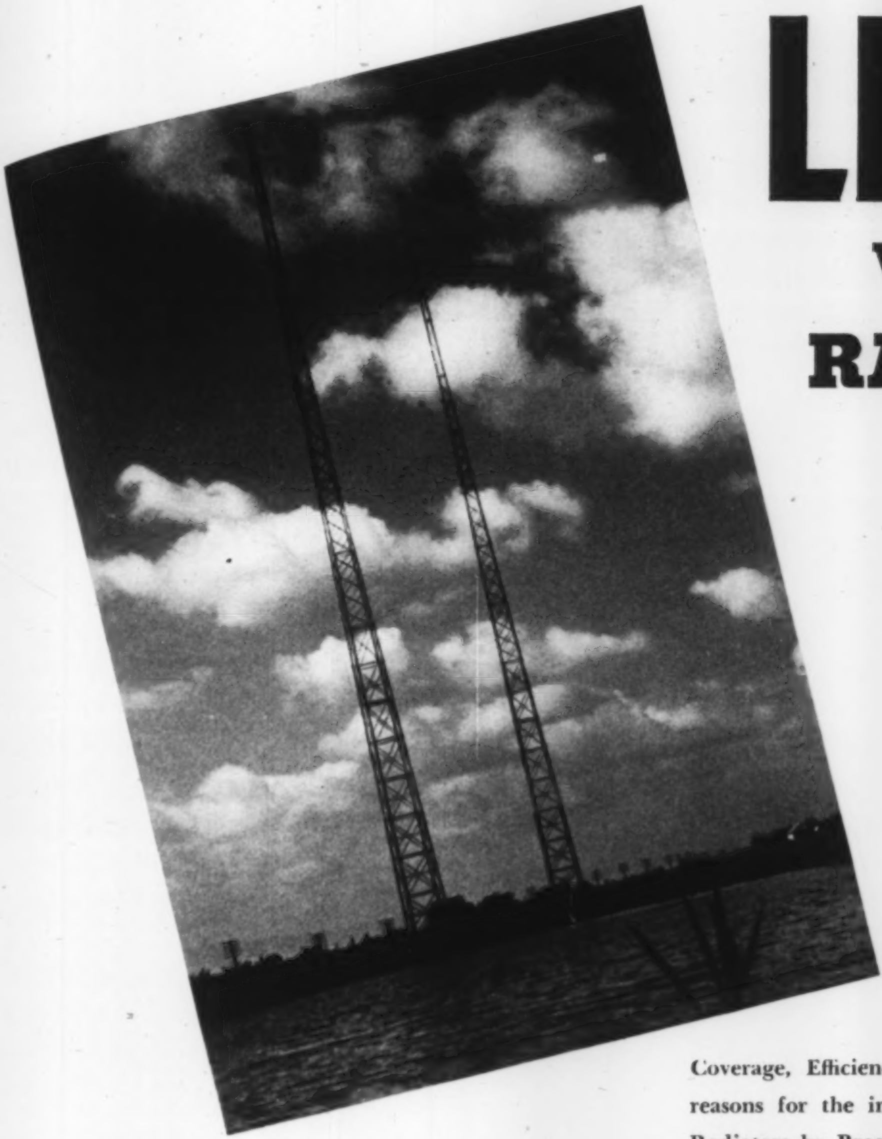
[Continued from Page 346]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Littelfuse Inc.	Chicago, Ill.	4757 No. Ravenswood Ave.	Longbeach 7778	G. E. Spates	Radio transmitter fuses, fuse mountings, neon tattelites, high voltage fuses, 3AG fuses, fuse extractor posts, fuse clips
Locke Insulator Corp.	Baltimore, Md.	P. O. Box 57	South 2620	R. G. Bellezza	Tower base, guy, antenna, lead-in and stand-off insulators
Lowell Needle Co. Inc.	Putnam, Conn.	....	186	Elliott D. Dean	Phonograph needles
McDonald Recording & Engineering Service	Los Angeles, Cal.	415 N. Harper Ave.	Wyoming 0302	Clifford C. McDonald	Custom built reproducing equipment, custom built amplifiers and equalizers, recording machines
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Memonox Inc.	Beverly Hills, Cal.	405 N. Maple Drive	Bradshaw 2-4479	Walter Fagan	Recording and transcribing instruments
Miles Reproducer Co. Inc.	New York	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film recording machines, reproducing machines, filmgraph
Mirror Record Corp.	New York	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Recording equipment, recording blanks, recording needles, playback needles, record envelopes, "acetate" coated disks
National Battery Co.	St. Paul, Minn.	First National Bank Bldg.	Ce. 7471	Herbert King	Storage batteries
National Carbon Co., Inc.	New York	30 E. 42nd St.	Murray Hill 2-6800	John M. Spangler	Air cell batteries, A, B, and C dry batteries, Eveready and mini-max batteries
Northern Electric Co. Ltd.	Montreal, Que.	1261 Shearer St.	Wilbank 3131	S. T. Fisher	Complete broadcasting systems
Ohmite Manufacturing Co.	Chicago, Ill.	4835 Flournoy St.	Austin 1070	....	Rheostats, resistors, dummy antenna resistors, R. F. plate and power line chokes, power tap switches
Pacent Engineering Corp.	New York	79 Madison Ave.	Ashland 4-1586	Robert L. Lewis	Amplifiers, pickups, high fidelity radios
Pacific Sound Equipment Co. Inc.	Hollywood, Cal.	7373 Melrose Ave.	Wyoming 6937	Robt. G. Metzner	Transcription, players and recording machines
Par-Metal Products Corp.	Long Island City, N. Y.	3262 49th St.	Astoria 8-8905	A. A. Parmet	Steel relay racks, cabinets, panels, chassis, and accessories for transmitters and audio equipment
Permo Products Corp.	Chicago, Ill.	6415 Ravenswood Ave.	Briargate 2420	F. M. Hummel	Transcription reproducing needles, recording stylii
Phonograph Needle Mfg. Co., Inc.	Providence, R. I.	42 Dudley St.	Dexter 5952	J. H. Moody	Playback needles, cutting needles
Poinsettia, Inc.	Pitman, N. J.	100 Cedar St.	Pitman 511	F. Warner	Record manufacturing equipment and recorders
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	5359	C. E. Pearce	Quartz crystals and holders
Premier Crystal Laboratories, Inc.	New York	63 Park Row	Beekman 3-2825	Arthur A. Glass	Crystals, crystal holders, dials, pilot light indicators, frequency meters, reactance meters, temperature controlled crystal oscillator with oven
Presto Recording Corp.	New York	242 W. 55th St.	Circle 5-7760	Ralph C. Powell	Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables
	Detroit, Mich.	18288 Appoline Ave.	University 1-0180	Art Adams	
	Philadelphia, Pa.	140 S. Juniper St.	Pennypacker 0542	Al Batis	
	Belmont, Mass.	350 Lake St.	Belmont 4510	Henry M. Lane	
	Kansas City, Mo.	302 Reliance Bldg.	Victor 4631	C. E. Terry	
	Minneapolis, Minn.	88 S. Tenth St.	Atlantic 4216	E. H. Van Krevelen	
	Cleveland, Ohio	1836 Euclid Ave.	Main 1565	Ernest P. Scott	
	Chicago, Ill.	600 S. Michigan Ave.	Harrison 4240	Leroy W. Beier	
	Silver Spring, Md.	....	Shepherd 4003	M. F. Taylor	
	Los Angeles, Cal.	5334 Hollywood Blvd.	Hillside 9133	Norman B. Neely	
	Seattle, Wash.	104 Battery St.	Sen. 2560	L. D. Marsh	
	Dallas, Tex.	P. O. Box 1805	Dallas 37093	J. Earl Smith	
	Rochester, N. Y.	199 Brent Road	Cul. 5548	Geo. S. Driscoll	
	Denver, Col.	310 15th St.	Ch. 4277	R. C. Mulnix	
	Montreal, Can.	702 Dominion Sq. Bldg.	Wel 4218	Walter P. Downs	
	New York	25 Warren St.	Barclay 7-5513	M. Simons	
B. A. Proctor Co. Inc.	New York	230 Park Ave.	Murray Hill 6-7542	F. C. W. Thiede	Pickups, recording heads, recording equipment, transcription equipment
Radiad Service	Chicago, Ill.	154 E. Erie St.	Superior 1275	Edw. L. Foertsch	Playback equipment, program production
Radio City Products Co. Inc.	New York	88 Park Place	Rector 2-7753	M. Reiner	Tube testers, test oscillators, combination volt-ohm-milliammeters, vacuum tube voltmeters
R. C. A. Manufacturing Co.	Camden, N. J.	Front & Cooper Sts.	Camden 8000	I. R. Baker	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment
	New York	411 Fifth Ave.	Ashland 4-7605	B. Adler	
	Chicago	589 E. Illinois St.	Delaware 4300	A. R. Hopkins	
	San Francisco	170 Ninth St.	Hemlock 8300	E. Frost	
	Dallas	Santa Fe Bldg.	Dallas 7-1371	W. M. Witty	
	Atlanta	Citizens & Southern Bank Bldg.	Walnut 5946	D. A. Reesor	
R. C. A. Victor Co. Ltd.	Montreal, Quebec, Can.	976 Lacrosse St.	Wellington 3671	J. L. McMurray	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifiers, antennas, crystals, condensers, field amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment
	Vancouver, B. C.	1206 Homer St.	Marine 4241	F. A. Boyle	
	Calgary, Alta.	537 Eighth Ave. W.	Main 4476	F. T. Myles	
	Winnipeg, Man.	168 Market St.	97-201	E. P. Burns	
	Toronto, Ont.	36 Breadalbane St.	Midway 8454	N. J. Sims	
	Halifax, N. S.	99 Brunswick St.	Bishop 6187	C. C. Bowers	
Radio Engineering Labs. Inc.	Long Island City, N. Y.	35–54 36th St.	Ravenswood 8-2340	Chas. M. Srebroff	Frequency modulation broadcast transmitters for high fidelity purposes (power ratings from 50 watts to 50 kw.), amplitude modulation broadcast transmitters, frequency modulation monitoring equipment, frequency modulation relay transmitters (power ratings from 50 to 200 watts), frequency modulation 50 watt portable transmitters for remote broadcast pickup work, high fidelity speech input equipment
Radio Receptor Co. Inc.	Brooklyn, N. Y.	251 W. 19th St.	Chelsea 3-1382	Ludwig Arnson	Transmitters, antenna tuning and phasing equipment, remote pick-up equipment, monitoring units

(Continued on Page 356)

XUM

THE BEST PROOF IS PERFORMANCE



LEHIGH

VERTICAL RADIATORS

Coverage, Efficiency and economy are but a few of the reasons for the increasing preference for Lehigh Vertical Radiators by Broadcasting Stations everywhere. Their outstanding performance continues to satisfy many leading stations throughout the nation. Those interested in towers for supporting FM or Television Antennas are invited to write us. Our engineers can be of assistance in planning your requirements.

RADIO DIVISION

LEHIGH STRUCTURAL STEEL CO.

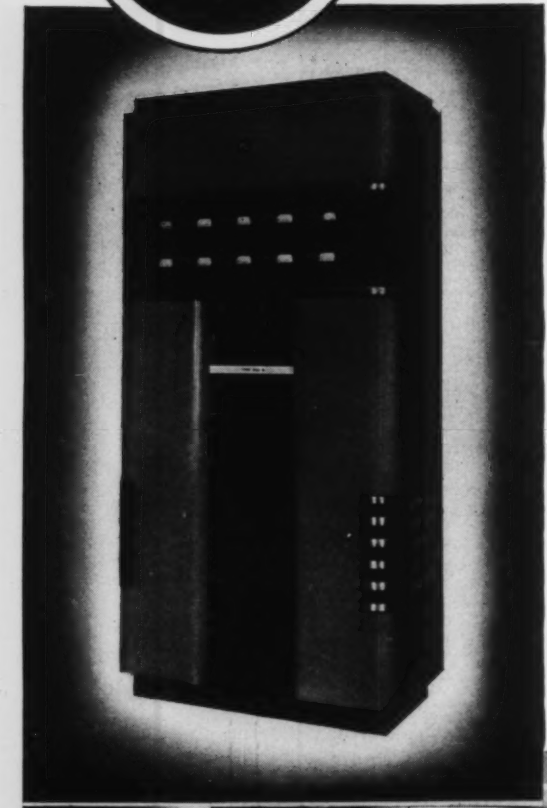
17 BATTERY PLACE, NEW YORK, N. Y.

PLANT AT ALLENTOWN, PA.

OFFICES IN PRINCIPAL CITIES

THIS YEAR, BUY

RCA FOR AMPLITUDE MODULATION...



RCA 250-WATT Transmitter

TYPE 250-K

Chosen by 84 American Broadcasting Stations!

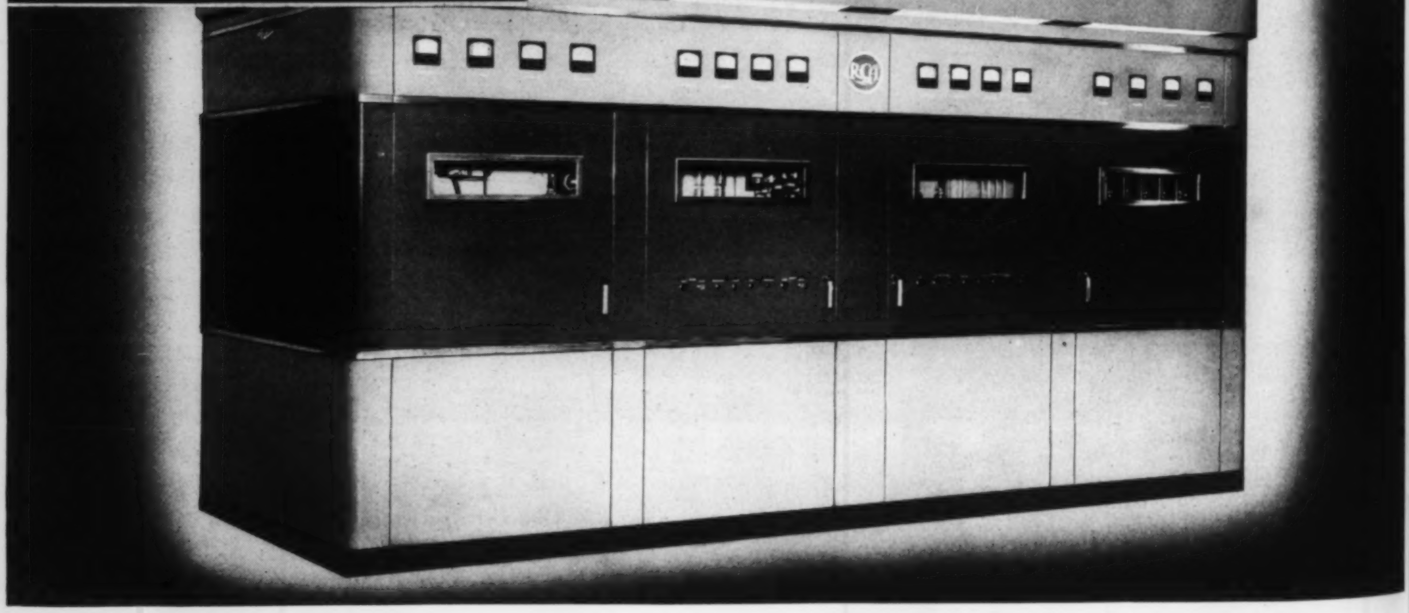
America's *first* choice, by an impressive margin—this 100/250-watt high-fidelity broadcast transmitter! Flat within 1½ db. from 30 to 10,000 cycles, it delivers program quality difficult to match even at a much higher price. Draws only 1625 watts from your power-line while operating at average program modulation on 250-watt carrier. And it's easily adapted to 1,000-watt operation at any time simply by the addition of RCA amplifier unit and power supply, Type MI-7185.

RCA 5,000-WATT Transmitter

TYPE 5-E

Even Finer than the Famous 5-DX!

Here is an entirely new conception of flexibility, efficiency and ease of operation in a 5,000-watt broadcast transmitter. Fully automatic in every routine adjustment—under *push-button* control! Tank-circuits are tuned by motor-drive at the touch of a button on the front-panel. And here is complete protection of circuit-components . . . not only in the plate, but in the grid-bias supply as well! Write for full data and descriptive literature.



FOR THE *FUTURE!*

RCA FOR FREQUENCY MODULATION...

DEFENSE COMES FIRST!

RCA is cooperating to the full with the National Defense Program, to help give America military radio equipment second to none in the world. In the RCA plants at Camden and Harrison, at Bloomington and Indianapolis and on the West Coast, wheels are turning, and lights burn late into the night, as the "nerve-systems" of America's defense come off the production line.

For defense comes first . . . defense counts most . . . with RCA as with loyal Americans everywhere.

100 Watts to 50 Kilowatts

Subject only to the prior needs of the Defense Program, RCA will continue to make available as many Broadcast Transmitters as the materials-situation permits. As always, RCA Transmitters offer you the last word in efficiency, performance, fidelity and economy . . . from 100 watts to 50,000!

RCA 10-KILOWATT FM TRANSMITTER

TYPE FM-10A

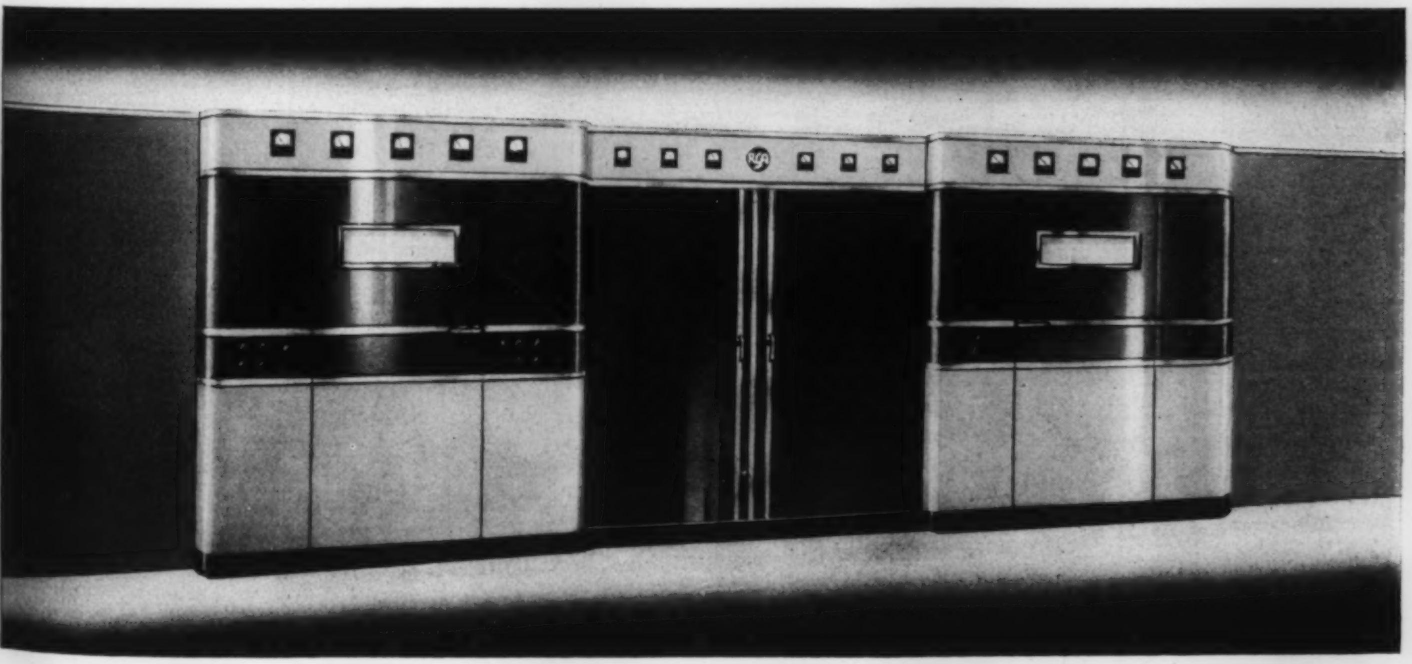
- **★ Direct** ***Reactance-Modulation***
- ★ ***Crosby Stabilizing Circuit***
- ★ ***Completely Air-Cooled***
- ★ ***Stable, Simple, Rugged***

Backed by years of research and development, this RCA 10-kilowatt frequency modulated transmitter is now completely ready for reliable, unfailing commercial operation . . . with important new advantages in design and construction.

In the RCA direct method of frequency modulation, there are no intervening phase-modulation circuits. No audio tubes are inserted between the input and the modulator grids. Instead, the oscillator is swung in accordance with modulation by means of two reactance tubes—one acting as an inductance, one as a capacitance—shunting the oscillator tank circuit. Under quiescent conditions, these tubes draw equal and oppositely-phased currents, and the oscillator remains at the resting frequency. The audio signal unbalances this push-pull modulator to produce the effect of increased positive or negative reactance...directly swinging the oscillator-frequency. Circuit-constants are not especially critical. You gain desirable transmission characteristics with a minimum of tubes, circuits, maintenance and attention. Modulator distortion is negligible even on over-modulation swings; in excess of 75 kilocycles.

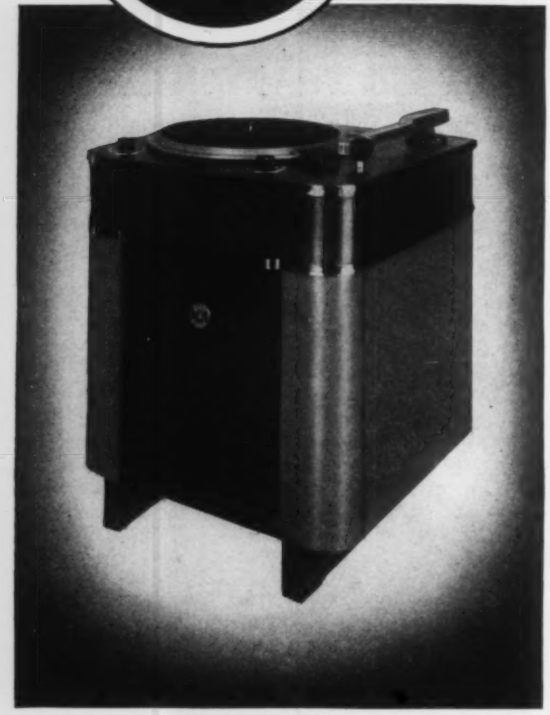
The resting frequency is maintained within extremely close tolerances by an electric frequency control circuit without moving parts—a circuit utilizing only three tubes—the exclusive Crosby Stabilizing Unit. The oscillator is continuously tuned, with virtually instantaneous action, by referencing against a very stable crystal oscillator, if it should tend to wander.

Write for the complete story of the RCA Model FM-10A, you'll find it interesting and significant.



Priced Right—Designed Right—Built Right!

SPEECH INPUT EQUIPMENT



WHETHER your installation comprises one studio or two dozen studios, the speech-input equipment that's *right for you* bears the RCA name! Unmatched experience in studio audio equipment permits RCA to design maximum fidelity, efficiency and flexibility into every unit . . . and unmatched manufacturing facilities permit RCA to keep prices surprisingly *low!*

Let an RCA Representative Help You!

A competent, technically-trained RCA sales representative will be glad to study your special problems and make suitable recommendations. No obligation, of course . . . simply drop us a note.

For Finest Response from any Recording

NEW RCA TRANSCRIPTION TURNTABLE—TYPE 70-C1

- ★ ***Lateral and Vertical Reproduction from Same Head***
- ★ ***Polished Diamond Stylus—One-Ounce Pressure***
- ★ ***6-Position Frequency-Characteristic Switch***
- ★ ***Pickup Response: 2 db., 50-10,000 cycles***
- ★ ***Provision for Recording Attachment***

Vertical or lateral recordings . . . professional transcriptions or commercial pressings for home use . . . Orthacoustic or conventional records . . . *every* type of disc can be reproduced with a single pickup head!

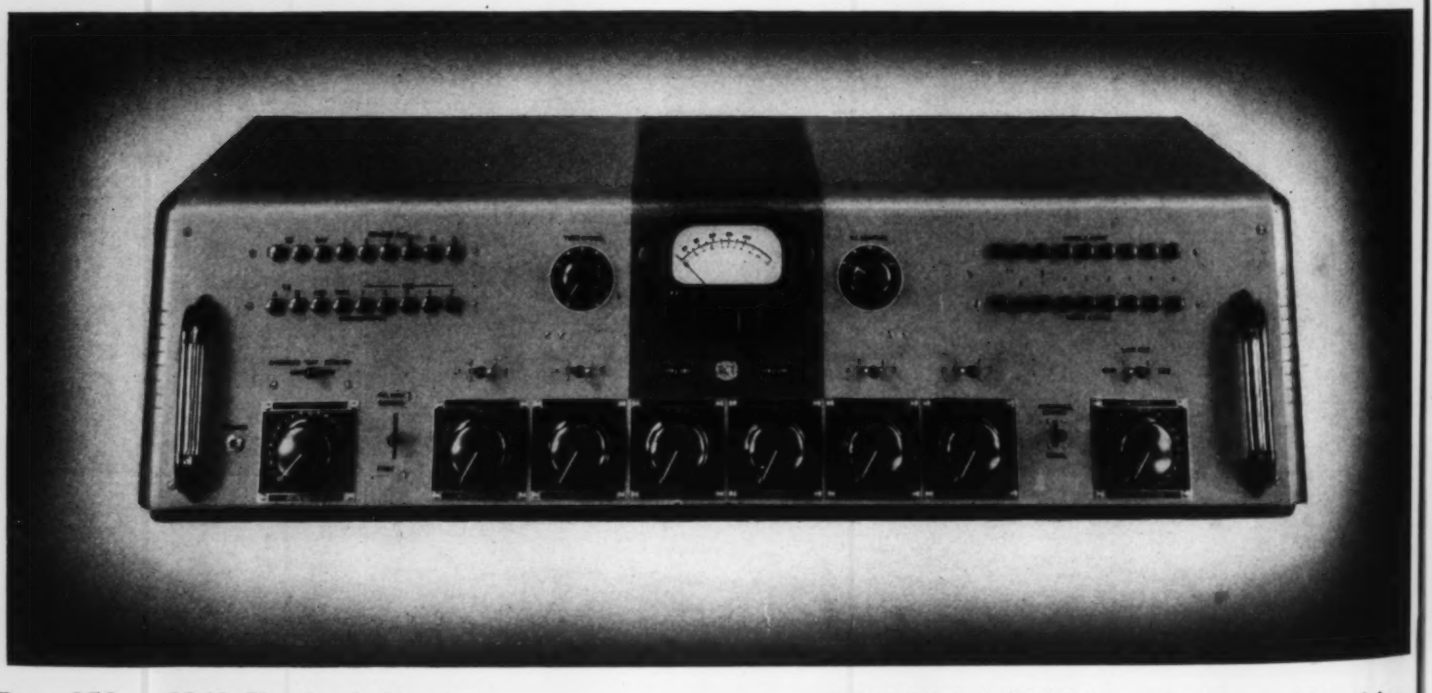
This new RCA development adds important advantages to the already-famous RCA Series 70 line of turntables. Write for full data.

Push-Button Flexibility!

RCA 76-B2 CONSOLETTE

No other consolette offers Push-Button Flexibility plus all the features of the 76-B2! Push-button control gives more circuit combinations with simpler switching operations—makes the job easier, with less room for mistakes.

The 76-B2 provides all the amplifying and control equipment you need to handle two studios, an announce booth microphone, a control-room announce microphone, two transcription turntables and up to six remote lines. You can simultaneously audition and broadcast two separate programs from any combination of input circuits. Program channels are highest fidelity...meet every FCC requirement for F-M as well as A-M stations.



XUM

Tomorrow... TELEVISION

—by RCA

When the present Emergency has ended, American Industry must look for new peace-time outlets for its increased productive capacity.

It is the belief of RCA that those new activities will come—that entire new industries will be ready for the tide of domestic expansion that will follow the return of peace.

In one of those new industries, RCA today is vitally interested . . . Television. It is our belief that Television is ready *now* as a practical system: complete, satisfying in quality, comparatively inexpensive in cost.

Economic factors alone will determine *when* Television will begin its era. But when that time comes, RCA will be ready with the most advanced television equipment for transmission and reception!

For years, RCA and its associate, the National Broadcasting Company, have carried out costly and extensive research into every phase of television transmission and reception. Television, today, is a practical reality... we are on the threshold of the Television Age!

LOOK TO RCA FOR TELEVISION!

FOR FINER PERFORMANCE...
GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America • In Canada: RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

RCA
8005
RCA
816
RCA
815
RCA
931
RCA
826
RCA
9001

RCA Trans

RCA-8005 TRANSMITTING TRIODE DE LUXE —Most powerful of the small triodes, a single RCA-8005 in class C telegraph service will handle 300 watts input (ICAS) and deliver 220 watts of power with less than 8 watts of grid drive—on 5-meter operation! In plate-modulated service, it will take 240 watts (ICAS) with only 9 watts of grid drive. In self-rectifying oscillator circuits, two 8005's can deliver an output of 250 watts when the circuit efficiency is 75%. The RCA-8005 has the same physical dimensions as the famous 809 and 812. *Net price,* **$7.00**

RCA-816 HALF-WAVE MERCURY-VAPOR RECTIFIER—Just the rectifier tube you have been waiting for—designed and priced for real economy in transmitters of 400 watts input or less. Small as a receiving tube but handles a peak inverse of 5000 volts, and a peak plate current of 0.5 ampere. Two RCA-816's in a full-wave circuit can deliver 1600 volts at 250 ma. with good regulation and exceptionally long life. *Net price,* **$1.00** *each*

RCA-815 PUSH-PULL R-F BEAM POWER AMPLIFIER—Providing push-pull beam power within one tube envelope, the RCA-815 will deliver an output of over 40 watts (class C telegraphy) on all frequencies up to 150 Mc. It requires a plate voltage of only 400 to 500 volts, needs less than ½-watt of grid drive, and generally requires no neutralization on the lower frequencies, although it may at the higher frequencies. It takes 60 watts input (CCS) to 150 Mc and may be used at reduced input up to 225 Mc! *Net price,* **$4.50**

RCA-931 MULTIPLIER PHOTOTUBE—The most amazing tube for its purpose ever announced! 9-stage, electrostatically-focused construction enables the RCA-931 to multiply the feeble currents produced by weak illumination on its photo cathode as much as 230,000 times—or a sensitivity of 2,300,000 microamperes per lumen! It is a tube that holds truly startling possibilities in countless applications involving extremely low levels of light. *Net price,* **$12.00**

RCA-826 TRIODE FOR THE ULTRA HIGHS—Operates at maximum CCS ratings (60 watts plate dissipation) at frequencies as high as 250 Mc and at reduced ratings as high as 300 Mc. Specifically designed for use as an oscillator, r-f power amplifier, or frequency multiplier at the ultra-high frequencies. All terminals at one end of bulb permit use of short leads in neutralizing circuits. *Net price,* **$19.00**

RCA-9001, 9002 and 9003

MIDGETS FOR UHF—Similar electrically to the famous Acorn types, these Midgets offer wide possibilities when used in the ultra-high frequencies, thanks to their many outstanding features. RCA-9001 is a sharp cut-off pentode for use as an r-f amplifier and detector. RCA-9002 is a triode for use as a detector amplifier, and oscillator. RCA-9003 is a remote cut-off type pentode for use as a radio- and intermediate-frequency amplifier or mixer. *RCA-9001 and RCA-9003, Net price,* **$2.50** *each*
RCA-9002, Net price, **$2.00**

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

XUM

smitting Tubes

PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS

Whether you want a Midget tube for UHF experimentation on an amateur rig or a giant, air-cooled tube for commercial broadcasting, RCA makes it. The RCA line is complete—and, above all, each tube represents the utmost in long, trouble-free performance as proved time and again on radio's toughest jobs. When you invest in an RCA tube you invest in experience—not experiments!

TRANSMITTING TUBES

No.	Type	Max. Input	Net Price
801-A	Triode	42 Watts	$3.45
802	Pentode	33 Watts*	3.50
803	Pentode	350 Watts	28.50
804	Pentode	150 Watts*	15.00
805	Triode	315 Watts	13.50
806	Triode	1000 Watts*	22.00
807	Beam	75 Watts*	3.50
808	Triode	200 Watts	7.75
809	Trigde	100 Watts*	2.50
810	Triode	620 Watts*	13.50
811	Triode	225 Watts*	3.50
812	Triode	225 Watts*	3.50
813	Beam	360 Watts	22.00
815	UHF Twin Beam	75 Watts*	4.50
825	Inductive Output	100 Watts	34.50
826	UHF Triode	125 Watts	19.00
828	Beam	270 Watts*	17.50
833-A	Triode	2000 Watts*	85.00
834	UHF Triode	125 Watts	12.50
1623	Triode	100 Watts*	2.50
1624	Beam	54 Watts	3.50
1628	UHF Triode	50 Watts	32.00
8000	Triode	620 Watts*	13.50
8001	Beam	300 Watts	27.50
8003	Triode	330 Watts	12.00
8005	De Luxe Triode	300 Watts*	7.00

*ICAS Rating

HALF-WAVE MERCURY-VAPOR RECTIFIERS

No.	Max. Peak Inverse Voltage	Max. Average Plate Current	Net Price
816	5,000 Volts	.125 a.	$1.00
866-A/866	10,000 Volts	0.25 a.	1.50
872	7,500 Volts	1.25 a.	9.00
872-A	10,000 Volts	1.25 a.	11.00

TELEVISION TUBES

No.	Description	Net Price
3AP4/906P4	3" Kinescope	$13.75
5AP4/1805P4	5" Kinescope (Short Bulb)	22.00
5BP4/1802P4	5" Kinescope	22.00
1847	Amateur Iconoscope	24.50

CATHODE-RAY TUBES

No.	Screen	Net Price
3AP1/906P1	3" Green Phosphor	$13.50
902	2" Green Phosphor	7.50
913	1" Green Phosphor	4.00

UHF ACORN TUBES

No.	Description	Net Price
954	Pentode. Amplifier, Detector	$5.00
955	Triode. Detector, Oscillator	3.00
956	Pentode. Super-Control Amp.	5.00
957	Triode. Low-drain filament	3.00
958	Triode. Low-drain filament	3.00
959	Pentode. Low-drain filament	5.00

UHF MIDGETS

No.	Description	Net Price
9001	Pentode. Amplifier, Detector	$2.50
9002	Triode. Detector, Oscillator	2.00
9003	Pentode. Super-Control Amplifier	2.50

PRICES SUBJECT TO CHANGE OR WITHDRAWAL WITHOUT NOTICE

RCA PUBLICATIONS and ENGINEERING DATA

Designed to keep you technically up-to-the-minute

RCA GUIDE for TRANSMITTING TUBES
HAM TIPS

RCA GUIDE FOR TRANSMITTING TUBES—Covers all RCA air-cooled types plus typical circuits and much important new construction data. *Net price,* **25c**

RC-14 RECEIVING TUBE MANUAL—A virtual encyclopedia covering 333 different receiving tubes. Contains 256 pages including a new 38-page supplement. *Net price,* **25c**

HB-3 ALL TYPES TUBE HANDBOOK—A reference manual on all RCA transmitting, receiving, cathode-ray, television and special purpose tubes. Sold on subscription basis—write Commercial Engineering Section, RCA, Harrison, New Jersey.

RCA HAM TIPS—The RCA periodical published exclusively for the amateur. Newsy, instructive and helpful. Ask your distributor for copies. **FREE ON REQUEST**

1275-B RECEIVING TUBE FOLDER—Includes salient characteristics, connections and special classification index of all RCA Receiving Tubes. **FREE ON REQUEST**

RCA PHOTOTUBE BOOKLET—Designed to give a clear understanding of phototube theory and operation. *Net price,* **10c**

INSTRUCTION BOOKLETS—These little booklets give full details on any individual RCA Transmitting or Special-Purpose Tube type. **FREE ON REQUEST**

TT-100 TRANSMITTING TUBE FOLDER—Maximum ratings and typical operating conditions of all RCA Transmitting and Special-Purpose Tubes. **FREE ON REQUEST**

Receiving Tubes
PHOTOTUBES
TRANSMITTING

A SERVICE OF THE RADIO CORPORATION OF AMERICA · *For Canadian prices write to RCA Victor Company, Limited, Montreal*

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 348]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Radio Specialties Co.	Los Angeles, Cal.	1956 S. Figueroa St.	Prospect 7272	Preston Dooley	Transmitting tubes, discs, parts and equipment
Radiotone Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording machines, recording amplifiers, recording accessories
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8614 117th St.	Virginia 7-6428	Frank Jacobs	Portable and pack transmitters, pack receiver, field strength meter
Rainbo Record Co.	Los Angeles, Cal.	6400 S. Crenshaw Blvd.	Pleasant 1-1155	Harold E. Markowitz	Recording disc
Rangertone, Inc.	Newark, N. J.	73 Winthrop St.	Humboldt 2-0123	R. H. Ranger	Recording needles, signature chimes
The Rauland Corp. (Webster-Rauland)	Chicago, Ill.	4245 N. Knox Ave.	Mulberry 5000	R. M. Gray	Microphones, amplifiers, turntables, record changers. phonomotors, pickups
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	N. D. Vea	A, B and C batteries
Recoton Corp.	New York	178 Prince St.	Walker 5-6151	S. Nester	Sapphire and steel cutting needles, sapphire playback needles, steel transcription needles, record renewer for acetate records, recording blanks
Rek-O-Kut Corp.	New York	173 Lafayette St.	Worth 4-8524	G. Silber	Recording turn tables, overhead feed mechanisms and accessories
Remler Co. Ltd.	San Francisco, Cal.	2101 Bryant St.	Valencia 3435	H. L. Parker	Attenuators
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. 9th St.	Walnut 6800	W. P. Robinson	Recording machines, transcription turntables
The Charles E. Schuler Engineering Co.	Newark, O.	109 Cambria Dr.	4319	Charles E. Schuler	All types radio antenna, both galvanized and painted
Scientific Radio Service	University Park, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo electric crystals and holders
Seattle Radio Supply Inc.	Seattle, Wash.	2117 Second Ave.	Seneca 2345-6-7-8	R. C. James Sr.	Tubes, transformers and all material for transmitters up to 5000 watts
Shure Brothers	Chicago, Ill.	225 W. Huron St.	Delaware 8381	John A. Berman	Microphones, microphone stands, accessories, pickups, call letter nameplates
Mark Simpson Mfg. Co. Inc.	New York	186-194 W. Fourth St.	Chelsea 2-3316	L. Werner	Sound equipment
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 5511	Hector R. Skifter	Custom built transmitting equipment
Sound Apparatus Co.	New York	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Graphic sound level recorders, Model PL, PS, automatic frequency response recorder
Sound Control	Des Moines, Ia.	412 Ninth St.	4-2994	Allan H. Frankle	Studio equipment, recording equipment and supplies; high fidelity audition and monitoring equipment
Speak-O-Phone Recording and Equipment Co.	New York	23 West 60th St.	Columbus 5-1350	C. A. Austin	Recording equipment, acetate discs
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2035	Harry Gennett, Jr.	Sound effect records
Spokane Radio Co. Inc.	Spokane, Wash.	611 W. First Ave.	Main 3213	M. H. Willis	Recording equipment and supplies, remote amplifiers, audio and studio speakers, parts, tubes, custom building
Standard Electrical Products Co.	St. Paul, Minn.	300 E. Fourth St.	Cedar 2211	Solen M. Goffstein	Variable transformers, relays
Standard Transformer Corp.	Chicago, Ill.	1500 N. Halsted St.	Mohawk 5300	C. L. Pugh	Transformers, packs
Sundt Engineering Co.	Chicago, Ill.	4757 Ravenswood Ave.	Longbeach 7778	G. E. Spates	Neon tubes, neon pocket testers, tuning wands, search protector tubes
Swan Engineering Co. Inc.	Newark, N. J.	410 Freylinghuysen Ave.	Bigelow 8-2020	George Swan	Fabricated bent tubular parts
Talking Devices Co.	Chicago, Ill.	4447 Irving Park Rd.	Palisade 5610	L. H. Ottofy	Discs, instantaneous and wax, recording machines, phonograph turntables, record making equipment
Taylor Tubes Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Rex L. Munger	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Journal Square 4-1005	M. Bjorndal	Potentiometers, pads, gain sets, tap switches, resistance boxes, attenuators, resistors
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	J. D. Fortune	Transformers, filter reactors, automatic voltage regulators
Timber Engineering Co.	Washington, D. C.	1337 Connecticut Ave.	Decatur 1052	Harry G. Uhl	Timber connectors for radio towers
Tower Sales & Erecting Co.	Portland, Ore.	Railway Exchange Bldg.	....	C. H. Fisher	Vertical radiator installation, including piers, steel erection, ground system, lighting and painting
The Triplett Electrical Instrument Co.	Bluffton, O.	Harmon Road	323-W	N. A. Triplett	Milliammeters, wattmeters, ammeters, voltmeters, decibel meters, testing and measuring equipment
Truscon Steel Co.	Youngstown, O.	Albert St.	3-2171	Geo. F. Bateson	Self supporting vertical radiators, uniform cross-section guyed masts, copper mesh ground screens
The Turner Co.	Cedar Rapids, Ia.	909 17th St. N.E.	3-2607	H. W. Johnson	Crystal, dynamic microphones, microphone accessories
The Union Metal Mfg. Co.	Canton, Ohio	1432 Maple Ave., N.E.	7341	W. B. Vick	F.M. and A.M. antenna
United Electronics Co.	Newark, N. J.	42 Spring St.	Humboldt 2-0577	C. A. Rice	Transmitting tubes, rectifiers
United Sound Engineering Co.	Hollywood, Cal.	6245 Lexington Ave.	Granite 6181	R. J. Thompson	Remote amplifiers, speech input and transcription equipment
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Sound insulation and acoustical materials
United Transformer Corp.	New York	150 Varick St.	Canal 6-1080	I. A. Mitchell	Transformers, reactors, voltage regulators, filters, line equalizers, recordin equalizers, laboratory equipment
Universal Battery Co.	Chicago, Ill.	3410 So. La Salle St.	Boulevard 7400	Robert S. Mowry	Storage batteries

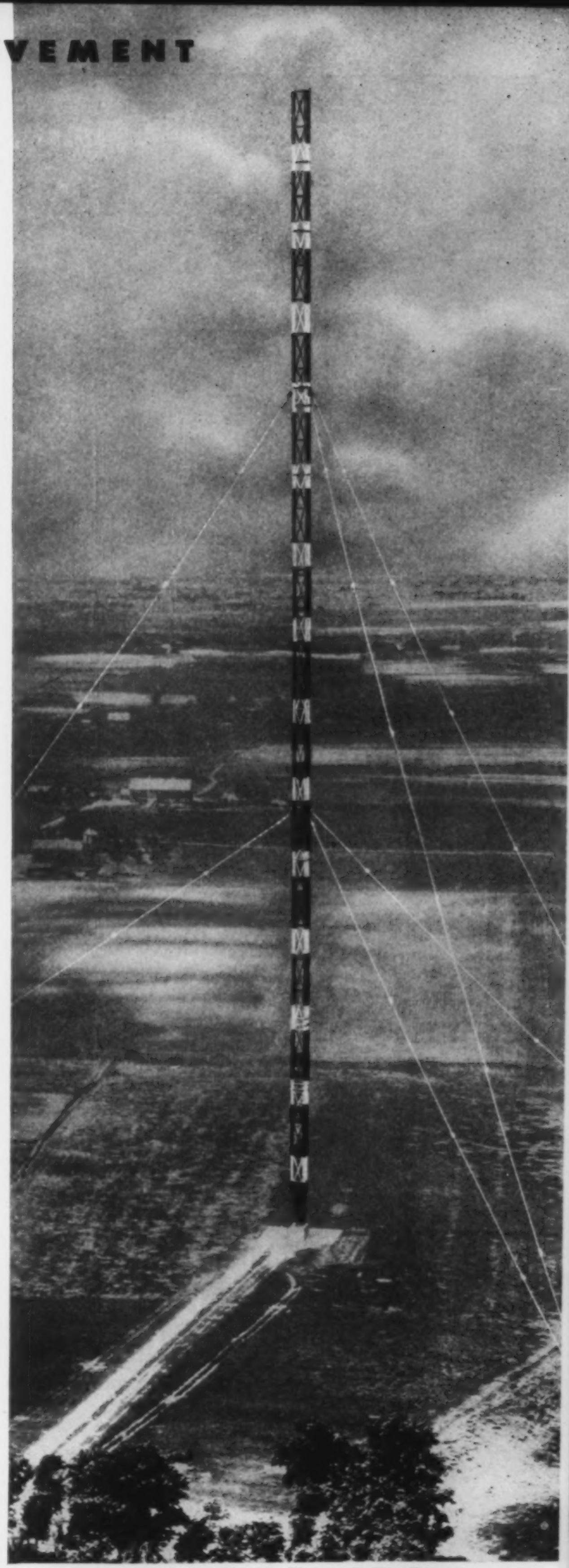
(Continued on Page 360)

ANOTHER TRUSCON ACHIEVEMENT

World's Tallest

UNIFORM CROSS-SECTION

Radio Tower!


750-foot Truscon Tower, WGN, Chicago

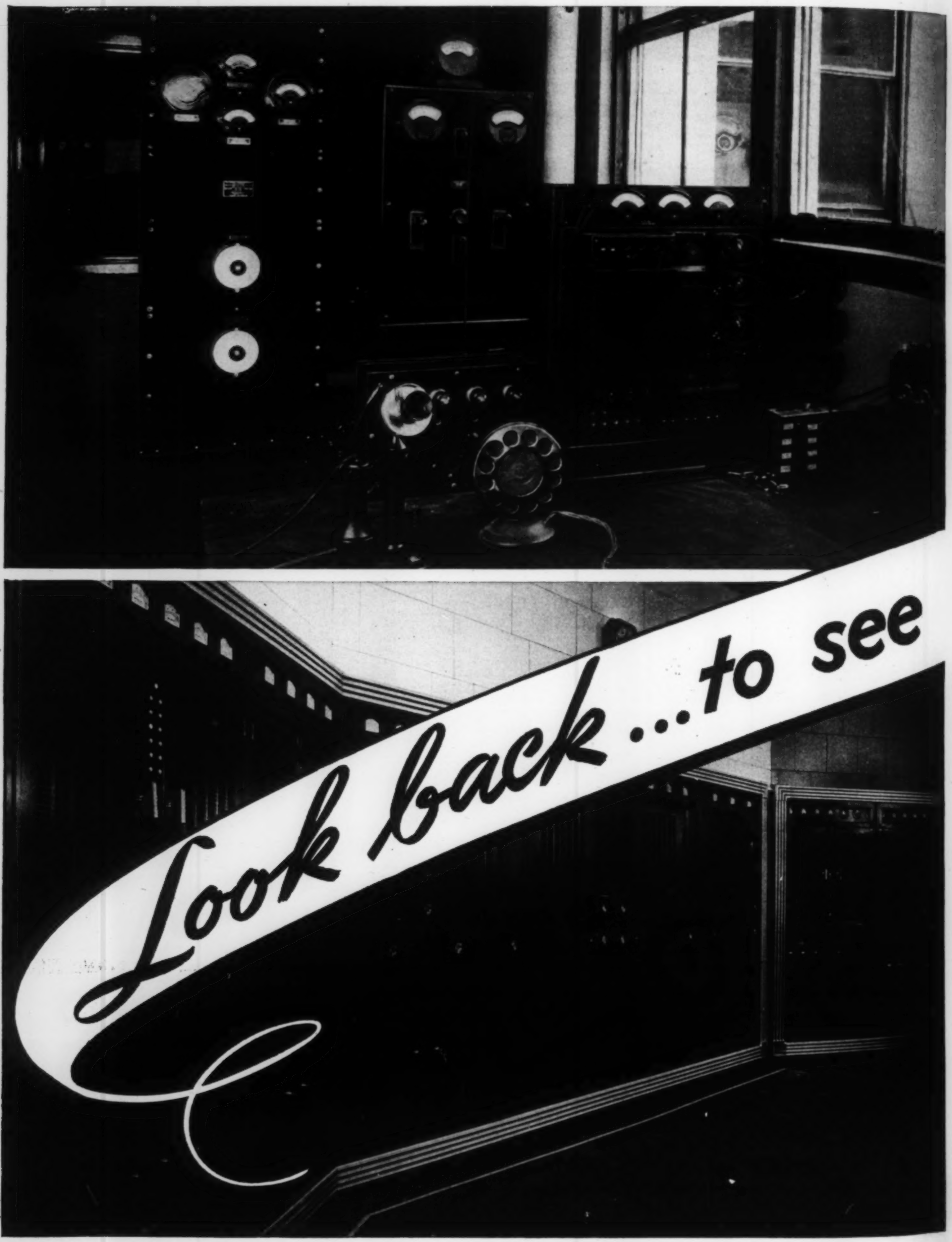
750 feet straight up into the air... a record for height in uniform cross-section... that's the job built by Truscon for WGN, the Chicago Tribune station!

And for 1942... Truscon has started fabrication of two greater "highs"... the WKY tower, 910 feet above ground, at Oklahoma City... and the WNAX tower, 927 feet above ground, at Yankton, S. D.

Truscon engineering skill and fabricating facilities are responsible for the superior performance record of hundreds of guyed and self-supporting Truscon Radio Towers.

Truscon Radio Towers can be depended upon to remain *in* the air and *on* the air. TRUSCON STEEL COMPANY, Youngstown, Ohio. 56 Sales-Engineering Offices—27 Warehouses. Subsidiary of Republic Steel Corporation.

TRUSCON Self-Supporting or Guyed **TOWERS**


Look back ... to see

XUM

what's ahead for you

__22 years ago__ the first commercial broadcasting station went on the air. It was Western Electric equipped.

__From that day to this,__ Bell Labs and Western Electric have supplied you with the finest equipment of the times.

__Today we are at war.__ Bell Labs and Western Electric are developing and manufacturing many new things in radio to strengthen our land, sea and air forces.

__When the war is over,__ broadcasting will surge ahead as a result of today's intensified research. Count on Bell Labs and Western Electric then —as always—to give you the tools for Better Broadcasting!

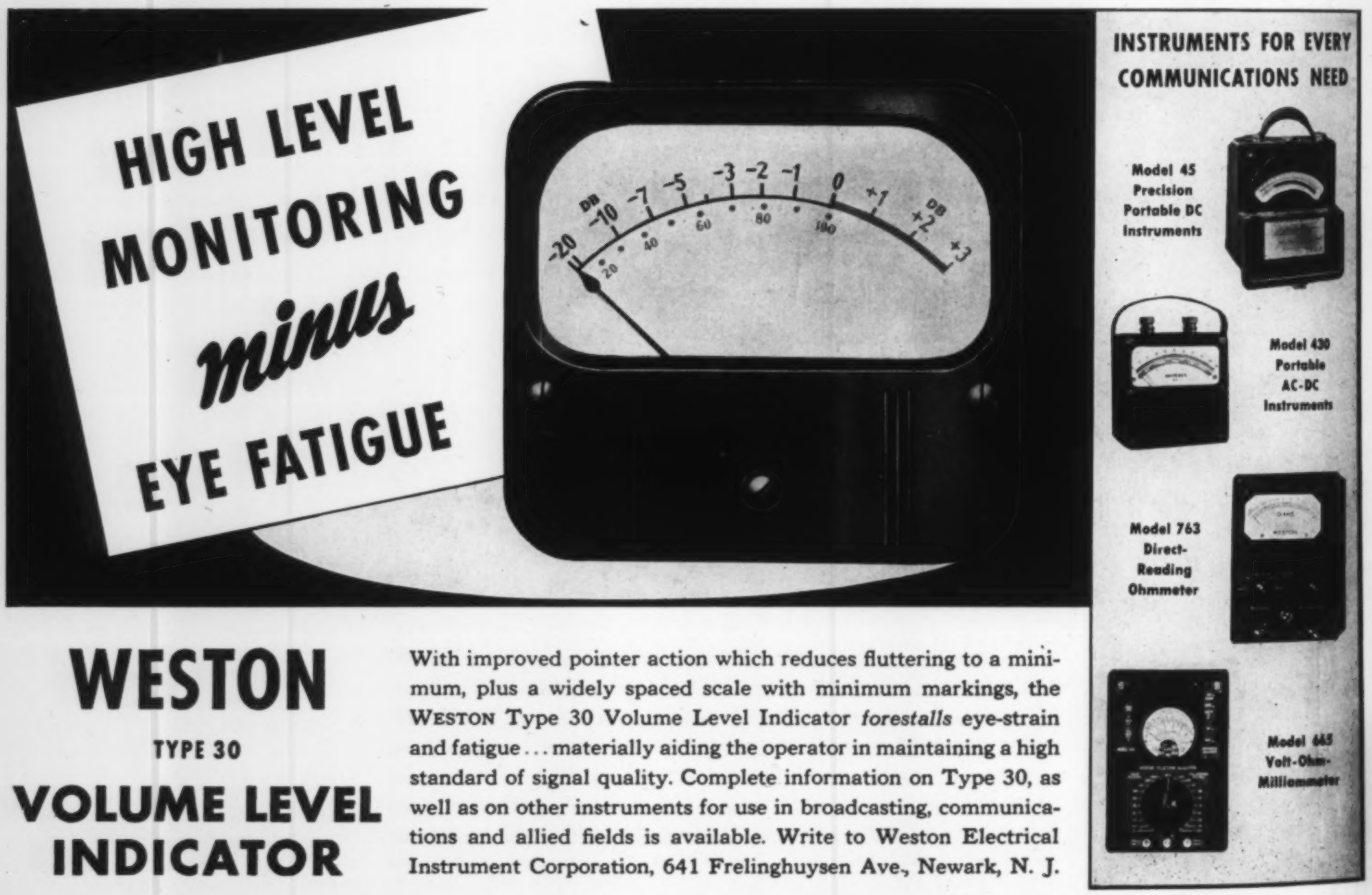
Western Electric

XUM

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 356]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Universal Microphone Co. Ltd.	Inglewood, Cal.	424 Warren Lane	Orchard 7-4216	J. R. Fouch	Recording machines, cutting stylii, cutting heads, recording blanks, recording amplifiers, microphones, stands, cables and accessory equipment, microphones, amplifiers, microphone stands, and accessories, recording machines, discs, needles, stylii
Universal Motor Company	Oshkosh, Wis.	Universal Drive	613	C. J. Gaffney	Auxiliary generating sets
Utah Radio Products Co.	Chicago, Ill.	820 Orleans St.	Superior 8388	O. F. Jester	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs, vibrators
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Fairbanks 4-1015	H. T. Hayden Jr.	Rheostats, relays, resistors
Webster Electric Co.	Racine, Wis.	Clark & De Koven Aves.	Jackson 6776	Henry G. Kobick	Recording heads
Western Electric Co. (*See Graybar Electric Co.*)					
Webster Co.	Chicago, Ill.	5622 Bloomingdale St.	Merrimac 3100	Chas. Cushway	Turntables, record changers, pickups
Western Sound & Electric Labs. Inc.	Milwaukee, Wis.	311 W. Kilbourn Ave.	Daly 5382	Edw. M. Dieringer	Amplifiers, microphones, recording equipment, recorders
Westinghouse Electric & Mfg. Co.	Baltimore, Md.	2519 Wilkens Ave.	Gilmore 7320	E. T. Morris	Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays studio and tower lighting equipment, transformers, transmitting capacitators, circuit breakers, power entrance equipment, switches and indicating lights
Weston Electrical Instrument Corp.	Newark, N. J.	614 Freylinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	Voltmeters, ammeters, ohmmeters, volt-ohm-milliammeters, decibel meters, volume level indicators, tubecheckers, panel instruments
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenville 2600	E. M. Sutherland	Storage and dry batteries for radio and broadcasting purposes
Wincharger Corp.	Sioux City, Iowa	E. 7th and Division Sts.	8-6513	M. M. Lasensky	Radio towers (guyed) lighting equipment, anchors, erection, ground system
John Wright Instrument Maker	Portland, Ore.	5212 S.E. 86th Ave.	Sunset 4902	John Wright	Custom built electrical instruments, repair service



HIGH LEVEL
MONITORING
minus
EYE FATIGUE
DB
-20
-10
-7
-5
-3
-2
-1
0
+1
+2
+3
20
40
60
80
100
INSTRUMENTS FOR EVERY COMMUNICATIONS NEED
Model 45 Precision Portable DC Instruments
Model 430 Portable AC-DC Instruments
Model 763 Direct-Reading Ohmmeter
Model 665 Volt-Ohm-Milliammeter

WESTON
TYPE 30
VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue ... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

The News Gets Around

KVAK WBTA WPAD
WJRD WMFJ KGFW KADA KEYS
WTAL WHBF KFFA WFIN KFEQ KJHI
WRAL KVCV WJHL KFUN WTCM WGAA
WSPA KHSL KODL WLBC WKRO
WDBC KUJ WCBI WLAG KWRC WDEF
WIOD WINN WMRC KDYL WMSL KWIL WRDR
KCRJ KFXM WLBF
KOVO KSCJ KXL WCBT
WMRN WJHO WFIG WSIX WJHL WROL KWTN WPAY
KABR KWBD WDAK
KORN WMFD KUTA WAPO WHUB WGAC
KGLO
WGTC WCAX WISE WKNE
KBIZ WSAZ KDTH
KFRO WGGA
WTOC KRLC
WSOC KBWD KSKY WKMO
WHLN WHBQ WSYB WJZM KMYC
WSKB WROL WFTM KGA KGY WJPF WQBC
XEAW WGAA WOPI WMT WPAR WFHR KYAN
WTMC KFXJ WJPR WMDF KDAL WLBZ KPAS KRKO WHMA KROS KVFD
WHBB WHBB WBLJ KSLM KFSG WKVO WIGM WAGF WCOS

The news gets around and today's big news is the efficiency, strength and low cost of Wincharger Vertical Radiator.

A sensationally increasing number of commercial stations are using these towers. These stations know their audiences have better listening because the scientific design of Wincharger Vertical Radiators insure the top signal strength needed for strong efficient coverage. They also know they have the ideal directional array towers, because slender, uniform, cross sections insure current distribution that closely follows the ideal sinusoidal curve.

. . . But, efficiency alone is only a part of the story. The sturdy Wincharger Vertical Radiators naturally have * the attractive appearance so essential to distinguished stations * the durability that shows up in lowered maintenance cost.

Combine all of these advantages with a sensationally LOW INITIAL COST and it's easy to see why more stations are using Wincharger Vertical Radiators every day.

Complete erection service, including lighting equipment, anchors, base and ground system, is available.

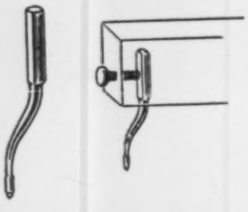
WRITE TODAY FOR COMPLETE
DETAILS AND QUOTATIONS.

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

Duotone
CUTTING and PLAYBACK
NEEDLES

"STAR" SAPPHIRE PLAYBACK



A scientifically curved duraluminum shank, tipped with the finest quality jewel . . . meets the record straight . . . no drag . . . reproduces without the slightest trace of surface noise . . . excellent for dubbing.

DUOTONE
SAPPHIRE CUTTER

SAPPHIRE CUTTER

A professional stylus of the finest type. Highly polished jewel with patented hand-lapped edge. Good for 10 or 15 hours, may then be resharpened. Long or short shank. This needle may also be had mounted in a special dural shank.

Duotone
TRANSCRIPTION NEEDLES
SHADOWGRAPHED
12 for 10

TRANSCRIPTION

Individually shadowgraphed to obtain perfection. Specially designed to reduce record wear. Fine frequency response makes it a studio favorite. Packed in bulk, too.

Write for our complete catalog

DUOTONE CO., Inc.
799 Broadway, New York City

MAKERS OF RECORDING, RELATED EQUIPMENT

H. W. ACTON CO. Inc.—370 Seventh Ave., New York. Telephone: Longacre 5-4884. Manager: Harold A. Bengeyfield. Manufactures: transcription needles, steel cutting needles.

THE ALLIANCE MFG. Co.—Alliance, O. Telephone: 6249. Manager: P. Turner. Manufactures: phonograph motors and turntables.

ALLIED RADIO Corp.—833 W. Jackson Blvd., Chicago, Ill. Telephone: Haymarket 6800. Manager: W. F. Marsh. Manufactures: recorders, discs, needles, turntables, reproducers.

ALLIED RECORD MFG. Co.—1041 N. Las Palmas Ave., Hollywood, Cal. Telephone: Hollywood 5107. Manager: Louis I. Goldberg. Manufactures: transcription processing and pressings.

ALLIED RECORDING PRODUCTS Co.—2109 43rd Ave., Long Island City, N. Y. Telephone: Stillwell 4-2318. Manager: J. Strauss. Manufactures: recording machines, recording blanks, recording amplifiers, accessories.

THE ASTATIC Corp.—830 Market St., Youngstown, O. Telephone: 4-5213. Manager: R. T. Schottenberg. Manufactures: pickups, recording heads, accessories.

AUDAK Co.—500 Fifth Ave., New York City. Telephone: Lackawanna 4-3723. Manager: George V. Sullivan. Manufactures: pickups, cutting heads, microdyne.

AUDIO DEVICES, Inc.—1600 Broadway, New York City. Telephone: Circle 5-5696. Manager: C. C. Pell, Jr. Manufactures: Recording discs, cutting and playback needles, recording accessories.

BRUSH DEVELOPMENT Co.—3311 Perkins Ave., Cleveland, O. Telephone: Endicott 3315. Manager: Victor B. Phillips. Manufactures: pickups, record cutters.

CANADIAN MARCONI CO., Ltd.—211 St. Sacrament St., Montreal. Telephone: Marquette 7081. Manager: M. M. Elliott. Manufactures: turntables, recording equipment.

CLARK PHONOGRAPH RECORD CO. Inc.—216 High St., Newark, N. J. Telephone: Humboldt 2-0880. Manager: George H. Clark. Manufactures: transcription processing and pressings. Branch: Chicago, Ill., 221 N. La Salle St. Central 5275.

COLLINS RADIO Co.—2920 1st Ave., Cedar Rapids, Ia. Telephone: 8197. Manager: M. H. Collins. Manufactures: recording amplifiers.

F. L. COOK—606 Parkman Ave., Los Angeles, Cal. Telephone: Fitzroy 9833. Manager: F. L. Cook. Manufactures: recording discs, needles, cutting stylii, sapphires, playback needles.

DUOTONE CO., Inc.—799 Broadway, New York City. Telephone: Orchard 4-1410. Manufactures: recording and playback needles.

FAIRCHILD AVIATION Corp.—88-06 Van Wyck Blvd., Jamaica, L. I., N. Y. Telephone: Jamaica 6-3800. Manager: B. H. Collins. Manufactures: recording equipment, pickups, transcription turntables, recording accessories.

FEDERAL RECORDER Co. Inc.—630 S. Wabash Ave., Chicago. Telephone: Harrison 8330. Manager: Jack Siegel. Manufactures: recorders, accessories, blank discs, recording and playback needles.

GARRARD SALES Corp.—296 Broadway, New York. Telephone: Rector 2-1423. Manager: Wm. Carduner. Manufactures: record changers, transcription motors, pickups, cases.

GATES COMPANIES—Quincy, Ill. Telephone: Main 522. Manager: F. J. Jippenger. Manufactures: transcription equipment, sound effects tables.

GOULD-MOODY Co.—395 Broadway, New York, N. Y. Telephone: Worth 4-8082. Manager: Sidney S. Gould. Manufactures: recording blanks, needles.

HARRIS MFG. Co.—2422 W. 7th St., Los Angeles, Cal. Telephone: Fitzroy 6026. Manager: J. Henry Harris. Manufactures: transcription playback instruments, needles.

IMPERIAL RECORD Co.—2 W. 46th St., New York, N. Y. Manager: Eli E. Oberstein. Manufactures: records.

McDONALD RECORDING & ENGINEERING SERVICE—415 N. Harper Ave., Los Angeles, Cal. Telephone: Wyoming 0302. Manager: Clifford C. McDonald. Manufactures: custom built reproducing equipment, recording machines.

MEMONOX Inc.—405 N. Maple Drive, Beverly Hills, Calif. Telephone: Bradshaw 2-4479. Manager: Walter Fagan. Manufactures: recording and transcribing instruments.

MILES REPRODUCER Co.—812 Broadway, New York City. Telephone: Gramercy 5-9466. Manager: J. M. Kuhlik. Manufactures: sound on film recording machines, reproducing machines.

MIRROR RECORD Corp.—58 W. 25th St., New York City. Telephone: Chelsea 3-2222. Manager: Paul K. Trautwein. Manufactures: recording equipment, recording blanks, recording needles, playback needles.

PACIFIC SOUND EQUIPMENT Co.—7373 Melrose Ave., Hollywood, Cal. Telephone: Wyoming 6937. Manager: Robt. G. Metzner. Manufactures: recording machines, transcription playbacks.

PERMO PRODUCTS Corp.—6415 Ravenswood Ave., Chicago. Telephone: Briargate 2420. Manager: F. M. Hummel. Manufactures: Transcription reproducing needles, recording stylii.

PHONOGRAPH NEEDLE MFG. Co. Inc.—42 Dudley St., Providence, R. I. Telephone: Dexter 5952. Manager: J. H. Moody. Manufactures: cutting needles, playback needles.

POINSETTIA Inc.—Pitman, N. J. Telephone: Pitman 511. Manager: F. Warner. Manufactures: sound recording equipment, record processing equipment, record factory equipment.

PRESTO RECORDING Corp.—242 W. 55th St., New York City. Telephone: Circle 5-7760. Manager: R. C. Powell. Manufactures: portable and stationary sound recording equipment, blank discs, cutting and playing needles, transcription turntables, accessories.

B. A. PROCTOR Co. Inc.—230 Park Ave., New York City. Telephone: Murrayhill 6-7542. Manager: F. C. W. Thiede. Manufactures: pickups, recording machines, sound effects, reproducing units.

RADIAD SERVICE—154 E. Erie St., Chicago, Ill. Telephone: Superior 1275. Manager: Edward L. Foertsch. Manufactures: turntables, record cabinets, albums.

RCA MANUFACTURING Co.—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Manager: I. R. Baker. Manufactures: transcription turntables.

RCA VICTOR Co. Ltd.—976 Lacasse St., Montreal, Canada. Telephone: Wellington 3671. Manager: J. L. McMurray. Manufactures: recording equipment, acetate recording blanks.

RADIO SPECIALTIES Co.—1956 S. Figueroa St., Los Angeles, Cal. Telephone: Prospect 7272. Manager: Preston Dooley. Manufactures: recording discs.

RADIOTONE Inc.—7356 Melrose Ave., Hollywood, Cal. Telephone: York 7204. Manager: W. H. Snow. Manufactures: recording instruments, playback systems, acetate recording discs and accessories.

RAINBO RECORD Co.—6400 S. Crenshaw Blvd., Los Angeles, Cal. Telephone: Pleasant 1-1155. Manager: Harold E. Markowitz. Manufactures: recording discs.

THE RAULAND Corp.—4245 N. Knox Ave., Chicago. Telephone: Mulberry 5000. Manager: R. M. Gray. Manufactures: turntables, record changers, pickups.

RECOTON Corp.—178 Prince St., New York City. Telephone: Walker 5-6151. Manager: S. Nester. Manufactures: sapphire and steel cutting needles, sapphire transcription needles, sapphire playback needles, recording blanks.

REK-O-KUT Corp.—173 Lafayette St., New York City. Telephone: Worth 4-8524. Manager: G. Silber. Manufactures: recording turn tables and overhead feed mechanisms and accessories.

ROBINSON RECORDING LABORATORIES—35 S. 9th St., Philadelphia, Pa. Telephone: Walnut 6800. Manager: W. P. Robinson. Manufactures: recording machines, transcription turntables.

SEATTLE RADIO SUPPLY Inc.—2117 Second Ave., Seattle, Wash. Telephone: Seneca 2345. Manager: R. C. James, Sr. Manufactures: reproducers, turntables, recorders.

SHURE BROS.—225 W. Huron St., Chicago. Telephone: Delaware 8381. Manager: J. A. Berman. Manufactures: pickups.

MARK SIMPSON MFG. Co. Inc.—186 W. 4th St., New York City. Telephone: Chelsea 2-3316. Manager: L. Werner. Manufactures: sound equipment.

SOUND CONTROL—412 Ninth St., Des Moines, Iowa. Telephone: 4-2904. Manager: Allen H. Frankle. Manufactures: recording equipment.

SPEAK-O-PHONE RECORDING & EQUIPMENT Co.—23 W. 60th St., New York City. Telephone: Columbus 5-1350. Manager: C. A. Austin. Manufactures: recording equipment, acetate discs.

SPEEDY-Q-SOUND EFFECTS—1344 So. Flower St., Los Angeles, Cal. Telephone: Prospect 2035. Manager: Harry Gennett, Jr. Manufactures: sound effect records.

SPOKANE RADIO Co. Inc.—611 W. First Ave., Spokane, Wash. Telephone: Main 3213. Manager: M. H. Willis. Manufactures: recording equipment and supplies.

TALKING DEVICES Co.—4447 Irving Park Rd., Chicago, Ill. Telephone: Palisade 5610. Manager: L. H. Ottofy. Manufactures: instantaneous and wax discs, recording machines, record making equipment.

UNIVERSAL MICROPHONE Co. Ltd.—424 Warren Lane, Inglewood, Cal. Telephone: Orchard 7-4216. Manager: J. R. Fouch. Manufactures: recording machines, cutting stylii, cutting heads, blanks, recording amplifiers.

WEBSTER ELECTRIC Co.—Clark and De Koven Aves., Racine, Wis. Telephone: Jackson 6776. Manager: Henry G. Kobick. Manufactures: recording heads.

WEBSTER Co.—5622 Bloomingdale St., Chicago. Telephone: Merrimac 3100. Manager: Chas. Cushway. Manufactures: turntables, record changers, pickups.

WESTERN SOUND AND ELECTRIC LABS. Inc.—311 W. Kilbourne Ave., Milwaukee, Wis. Telephone: Daly 5382. Manager: Edw. M. Dieringer. Manufactures: recording equipment, recorders.

WORLD'S
LARGEST MANUFACTURERS OF

SOUND RECORDING
EQUIPMENT and DISCS

PRESTO RECORDING CORPORATION

242 West 55th Street
New York, N. Y., U. S. A.

FCC RULINGS AND DEFINITIONS FOR FM STATIONS

Special Authorization to Expedite Beginning of Operation

For experimental high frequency (FM) broadcast stations to expedite commercial operation, the Federal Communications Commission now offers further aid to FM broadcasters in their transition period by prescribing:

A person holding a construction permit for a commercial high frequency broadcast station may be permitted to operate on a temporary basis with equipment delivering a less effective signal than that required to render service to the entire area specified under the rules applicable to such station, provided, the applicant demonstrates that he has made a bona fide effort to comply with the terms of his construction permit. Such showing must include photostatic copy of acknowledgment of order for transmitter and promised delivery late.

Clarification of Trade Area Requirements for Applicants

For the purpose of providing more effective use of the limited number of channels available for high frequency broadcast stations (FM), the Commission today amended the Rules and Regulations Governing High Frequency Broadcast Stations so as to clarify the requirements as to the areas to be served. Under the amendment the 35 channels are divided in three groups as previously. However, the extent of the service area of stations operating on these frequencies is defined more specifically.

The term "basic trade area" and "limited trade area" are coined for the purpose of defining and establishing the area to be served by high frequency broadcast stations. In addition to these two areas, rural areas are also recognized as service areas. The meaning of rural area as used for this purpose is substantially the same as that defined by the Census Bureau except for certain modifications for radio purposes. Trade areas, both basic and limited, are selected as the best means of establishing the service of high frequency stations.

This basis has been selected because the limitation of the trade areas as established corresponds in general with the social and cultural interests of the community and also the area which a high frequency broadcast station can serve with good technical service both day and night corresponds in a large measure with the majority of such areas. The aggregate of all the basic trade areas includes the entire area of the United States and thus the entire population will receive service under the plan except where technically and economically it is not possible to render service throughout some areas.

There will be approximately 625 basic trade areas. The Commission will establish the boundaries of these areas on the basis of a showing made by applicants and other Government economic radio coverage data. Special consideration will be given to the radio coverage limitations, but as far as possible, the retail trading area will be followed. Each area will have one or more stations designed to serve the entire area, but since the area may vary widely in size, the effective radiation (determined by antenna height, antenna gain and power) from stations in different areas will vary widely. To permit the stations in the large cities to extend their areas beyond the trade area would necessarily result in a situation where some areas which could otherwise support a station would not be able to do so, and as a result, the plan for uniform distribution of service where technically and economically feasible would be impaired.

Limited trade areas are established for the purpose of permitting service to cities and their trade areas so that the many cities which are not listed as principal cities of basic trade areas may have stations to cover the sphere of economic influence of such city. These areas in general are much smaller than basic trade areas and do not follow a uniform pattern throughout the United States but are determined by location of cities in their respective spheres of economic influence.

Twenty-two channels are assigned to be used by stations serving basic and limited trade areas in which the city in which the station is located has a population of over 25,000. Six channels are reserved for the basic and limited trade areas in which the city in which the station is located has population less than 25,000.

In case an application is submitted for a station to serve an area which has not been established and recognized by the Commission as a service area for high frequency broadcast stations, the applicant must submit the necessary data to permit the establishment of the area as a service area. In case of basic trade areas, a composite map should be made from the several sources on retail trading areas. The following are recognized sources of information: J. Walter Thompson (Retail Shopping Areas)[1], Hearst Magazines, Inc. (Consumer Trading Areas)[1], Rand McNally Map Company (Trading Areas)[2], and Hagstron Map Company's Four Color Retail Trading Area Map,[3]. If other reliable sources of information are available, they may also be drawn on the composite trade area map. This map may best be made on copy drawing paper with the area boundaries from various sources in different colors.

Stations designed to cover a limited trade area must also have an established service area. The Hagstrom May Company's Four Color Retail Trading Area Map may best be used to assist in determining the service area.

In covering a trade area, the transmitter must be so located that good service is delivered to the trade center of such area and the field intensity contour bounding the service area of the station should conform generally with established boundary of the trade area. In rugged terrain or sparse population, special consideration must be given to the service area in light of the engineering and economic factors involved. A station designed to serve a basic trade area in which the principal city constitutes one of the metropolitan districts, as determined by the Census Bureau, must deliver a signal of at least 1 mv/m throughout the business district of each city in the metropolitan district with population over 10,000.

Seven channels are assigned for stations designed to serve primarily large rural areas which cannot be served satisfactorily by stations serving basic and limited trade areas due to technical or economic limitations. These stations are permitted to serve principal cities or other cities provided that in giving this service, they do not sacrifice their rural service which the station is designated to serve. These stations cannot be located so that their service area coincides with limited or basic area station. The location ordinarily would utilize high topographical locations to permit of the coverage of large rural areas which must be at least 15,000 square miles except in special cases provided in the rules. The purpose of these stations is to round out the service to the rural area which these stations can supply, but could not be supplied by the stations designated to serve trade areas. The key to these stations is large rural coverage without competitive advantages over trade area stations.

By Section 3.223 (d), an area of unusual characteristics is recognized as a service area which does not fall under the pattern as outlined above. Such an area will be recognized as the service area of a station only in special cases where a definite need can be shown and where unfair competition will not arise. The general plan as outlined for the areas in Section 3.223 (a), (b) and (c) is necessary to give a well rounded out technical service and create a sound economic basis for allocation. This special service area is established only for the very unusual case which may arise but which must not result in a substantial departure from the purpose and plan in rendering service to the public by means of high frequency broadcast stations.

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[1] Maps prepared by J. W. Thompson and Hearst Magazines, Inc., are contained in the Market Data Handbook of U. S. Domestic Commerce Service, No. 30, obtainable from Superintendent of Documents, Government Printing Office, Washington, D. C. Price, $2.50 per copy. Also available from American Map Co., Inc., 16 East 42nd Street, New York City, and Hearst Magazines, Inc., Marketing Division, 57th & 8th Avenue, New York City.

[2] Available from Rand McNally Map Company, 536 South Clark Street, Chicago, Ill., at a cost of $11.00 in the paper edition.

[3] Available from Hagstrom Map Company, 20 Vessey Street, New York City, at a cost of $10.00 in the paper edition.

Requirements for Contour Maps in Establishing Service Areas

It has come to the attention of the Federal Communications Commission that uncertainty exists regarding the exact requirements of Section 1 (b) of the Standards of Good Engineering Practice concerning High Frequency Broadcast stations. The following additional information is supplied to avoid unnecessary work on the part of applicants and to insure that only essential data is included in applications for high frequency broadcast stations.

Section 1 (b) of the Standards sets out the procedure to be followed in taking into occount the effect of topography on the service areas of proposed high frequency broadcast stations. Profile graphs must be drawn along at least eight radials from the proposed site of the station. These profiles should be equal or greater in length to the radii of the roughly estimated service area. They are divided into not less than ten equal sectors and the average elevation of each sector determined. In no case should the length of a sector be in excess of five miles.

The profile for a sector should be plotted by contour intervals between 40 and 100 feet and where the information permits at least 10 points should be plotted, i.e., the distances should be indicated corresponding to the various contours. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200 or 400-foot intervals may be used in this distance. On the other hand, where the terrain is fairly uniform or gently sloping, the smallest contour interval indicated on the topographic map should be used although only a relatively few points may be available in a given sector. After the profile has been chartered for a sector, the average elevation therein shall be determined by one of several approximate means. For example, the elevations at equally spaced points in a sector may be averaged or the average determined by means of a planimeter. The median elevation (elevation exceeded for 50% of the distance) in some cases would give more accurate results for the purpose and may be used.

The elevations or contour intervals shall be taken from the U. S. Geological Topographical Quadrangle Sheets for those sections of the country where such maps are available. If such maps are not published for the area in question, the next best topographic information available shall be used. Such information may be obtained for certain sections of the country from topographical maps available from the Tennessee Valley Authority, Department of Agriculture (Soil Conservation maps), and the Bureau of Public Roads (Highway Planning maps), other U. S. government departments and state and local governmental agencies. Also railroad depot elevations and highway elevations from road maps may be used. The data from the Sectional Aeronautical Charts will be accepted where no better information is available, although these maps show only the 1000-foot contour intervals. Bench marks indicated on the aeronautical charts can be used to find approximate elevations between 1000-foot intervals at some points along a radial.

The Commission will not ordinarily require the submission of the topographical maps beyond 15 miles from the site, but the maps must include the principal city or cities to be served. However, the source of the topographical information used beyond this distance should be indicated. If it appears necessary, the Commission may require the submission of the detailed supporting information.

Each application shall be accompanied by a map showing the 50 and 1000-microvolt contours of the proposed station. For this purpose, the Sectional Aeronautical Charts or their equivalent, having a convenient scale may be used. This map shall show the radials along which the expected field strength has been determined. In computing the area within the 1000 and 50 microvolt contours large bodies of water should be excluded (oceans, gulfs, sounds, bays, large lakes, etc., but not rivers).

The U. S. Geological Survey Topography Quadrangle Sheets may be obtained from the U. S. Geological Survey, Department of the Interior, Washington, D. C., at a cost of ten cents each. The Sectional Aeronautical Charts are available from the U. S. Coast ond Geodetic Survey, Department of Commerce, Washington, D. C., at a cost of forty cents each.

Locating FM Antennas on Standard Radiators

The purpose of the following is to clarify the Commission's requirements regarding the common location of antennas for high frequency (FM) broadcast stations with those of standard broadcast stations.[1]

The Commission will consider an application for authority to install the high frequency antenna in accordance with the principles set forth in the rules and standards for high frequency broadcast stations independently of the operating and economic advantages which obtain through common location of two stations. If the site and antenna system comply with the Commission's rules certain additional requirements must be met in order to insure that the operation of the standard broadcast station is not adversely affected.

In the instance where the standard broadcast station involved employs a non-directional antenna the licensee will be required to file F.C.C. Form No. 306 giving new resistance measurements after the installation and testing of the high frequency broadcast antenna. During the installation of the antenna and until the new resistance determination is approved, the licensee should apply for authority to oper-

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[1] See Section 3.45 (e) of the Rules Governing Standard and High Frequency Broadcast Stations and Section 19 of the Standards of Good Engineering Practice Concerning Standard Broadcast Stations.

(*Continued on page 366*)

XUM

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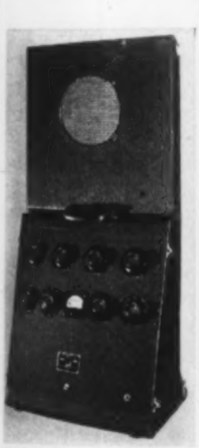

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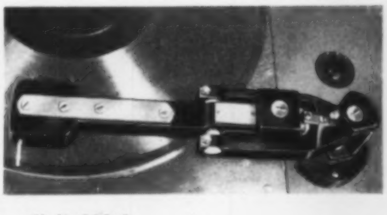

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BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

AMERICAN PIEZO SUPPLY CO.—Kansas City, Missouri.
Type No. C-X-7-C—Automatic frequency control unit.

BLILEY ELECTRIC CO.—Erie, Pennsylvania.
Type No. BC46T—Automatic temperature control unit.

COLLINS RADIO CO.—Cedar Rapids, Iowa.
Type No. 10S-2—Automatic frequency control unit; Type No. 40-D—Automatic frequency control unit; Type No. 40-DA—Automatic frequency control unit; Type No. 20-H—1 kw broadcast transmitter; Type No. 20-HA—1 kw broadcast transmitter; Type No. 20-J—1 kw broadcast transmitter; Type No. 20-K—1 kw broadcast transmitter; Type No. 21-A—5 kw broadcast transmitter; Type No. 21-D—5 kw broadcast transmitter; Type No. 21-DA—5 kw broadcast transmitter; Type No. 21-DX—5 kw broadcast transmitter; Type No. 300-C—250 w broadcast transmitter; Type No. 300-C1—250 w broadcast transmitter; Type No. 300-E—100 w broadcast transmitter; Type No. 300-F—250 w broadcast transmitter; Type No. 300-FA—250 w broadcast transmitter.

DOOLITTLE RADIO CO.—Chicago, Illinois.
Type No. OB-5—Automatic frequency control unit (includes Type TC-1 ATCU); Type No. OB-6—Automatic frequency control unit; Type No. TC-1—Automatic temperature control unit (includes Type 2-A ATCU); Type No. 100-B—100 w broadcast transmitter; Type No. 250-B—250 w broadcast transmitter; Type No. 1000-B—1 kw broadcast transmitter; Type No. FD-1-A—Standard broadcast station frequency monitor.

GATES AMERICAN CORPORATION—Quincy, Illinois.
Type No. 1000-C—1 kw broadcast transmitter; Type No. 500-A—500 w broadcast transmitter; Type No. 250-C—250 w broadcast transmitter; Type No. 250-A—250 w broadcast transmitter; Type No. S-251—250 w broadcast transmitter; Type No. 100-A—100 w broadcast transmitter; Type No. S-101—100 w broadcast transmitter; Type No. 25-A—Automatic frequency control unit.

GENERAL ELECTRIC CO.—Schenectady, New York.
Type No. GF-1-A—250 w high frequency (FM) broadcast transmitter; Type No. GF-1-B—250 w high frequency (FM) broadcast transmitter; Type No. GF-101-A—1 kw high frequency (FM) broadcast transmitter; Type No. GF-101-B—1 kw high frequency (FM) broadcast transmitter; Type No. GF-103-A—3 kw high frequency (FM) broadcast transmitter; Type No. GF-103-B—3 kw high frequency (FM) broadcast transmitter; Type No. GF-103-D—3 kw high frequency (FM) broadcast transmitter; Type No. GF-110-B—10 kw high frequency (FM) broadcast transmitter; Type No. GF-110-D—10 kw high frequency (FM) broadcast transmitter; Type No. GF-150-B—50 kw high frequency (FM) broadcast transmitter; Type No. GF-150-D—50 kw high frequency (FM) broadcast transmitter; Type No. 6933906—High frequency broadcast station modulation and frequency monitor approval No. 2431-2441; Type No. 98X402—Standard broadcast station frequency monitor approval No. 1466; Type No. 32C401—G-30 automatic frequency control unit.

GENERAL RADIO CO.—Cambridge, Massachusetts.
Type No. 25-A—Standard broadcast station frequency monitor approval No. 1461; Type No. 25-AB—Standard broadcast station frequency monitor approval No. 1463; Type No. 731-A or B—Standard broadcast station modulation monitor approval No. 1551.

RCA MANUFACTURING CO.—Camden, New Jersey.
Type No. 250-M—250 w high frequency (FM) broadcast transmitter; Type No. FM-1-A—1 kw high frequency (FM) broadcast transmitter; Type No. FM-1-B—1 kw high frequency (FM) broadcast transmitter; Type No. FM-3-A—3 kw high frequency (FM) broadcast transmitter; Type No. FM-10-A—10 kw high frequency (FM) broadcast transmitter; Type No. FM-50-A—50 kw high frequency (FM) broadcast transmitter; Type No. 336-A—High frequency broadcast station frequency monitor approval No. 2432; Type No. 322-A—High frequency broadcast station modulation monitor approval No. 2442; Type No. 311-AB—Standard broadcast station frequency monitor approval No. 1462; Type No. 311-A—Standard broadcast station frequency monitor approval No. 1462; Type Nos. 66-A, 66-B, 66-D—Standard broadcast station modulation monitor approval No. 1552, 1553, 1554; Type No. UL-4292—Automatic frequency contral unit; Type No. 100-E—100 w broadcast transmitter; Type No. 100-G—100 w broadcast transmitter; Type No. 100-H—100 w broadcast transmitter; Type No. 250-D—250 w broadcast transmitter; Type No. 250-E—250 w broadcast transmitter; Type No. 250-F—250 w broadcast exciter unit; Type No. 250-G—250 w broadcast transmitter; Type No. 250-K—250 w broadcast transmitter; Type No. 1-E—1000 w broadcast transmitter; Type No. 1-E-A—1000 w broadcast transmitter; Type No. 1-G—1000 w broadcast transmitter; Type No. 1-K—1000 w broadcast transmitter; Type No. ET-4300—1000 w broadcast transmitter; Type No. 5-D—5 kw broadcast transmitter; Type No. 5-D-1—5 kw broadcast transmitter; Type No. 5-D-2—5 kw broadcast transmitter; Type No. 5-DX—5 kw broadcast transmitter; Type No. 5-E—5 kw broadcast transmitter; Type No. 10-C-A—10 kw broadcast transmitter; Type No. 10-C-B—10 kw broadcast transmitter; Type No. 10-D—10 kw broadcast transmitter; Type No. 10-DX—10 kw broadcast transmitter; Type No. 10-E—10 kw broadcast transmitter; Type No. 50-D—50 kw broadcast transmitter; Type No. 50-D[illegible] 0 kw power amplifier; Type No. 50-[illegible] 50 kw power amplifier.

WESTERN ELECTRIC CO.—New York, N. Y.
Type No. 451A-1—250 w standard broadcast transmitter; Type No. 405A-2—5 kw standard broadcast transmitter; Type No. 405B-2—5 kw standard broadcast transmitter; Type No. 406B-1—10 kw standard broadcast transmitter; Type No. 503A-1—1 kw high frequency (FM) broadcast transmitter; Type No. 504A-1—3 kw high frequency (FM) broadcast transmitter; Type No. 506A-1—10 kw high frequency (FM) broadcast transmitter; Type No. 507A-1—50 kw high frequency (FM) broadcast transmitter; Type No. 700-C—Automatic temperature control unit; Type No. 700-B—Automatic frequency control unit; Type No. 702-A—Automatic frequency control unit; Type No. 310-A—100 w broadcast transmitter; Type No. 310-B—250 w broadcast transmitter; Type No. 310-C—500 w broadcast transmitter; Type No. 310-D—1000 w broadcast transmitter; Type No. 350C-1—100 w broadcast transmitter; Type No. 351E-1—250 w broadcast transmitter; Type No. 352E-1—500 w broadcast transmitter; Type No. 353E-1—1 kw broadcast transmitter; Type No. 403A-1—1 kw broadcast transmitter; Type No. 405A-1—5 kw broadcast transmitter; Type No. 405B-1—5 kw broadcast transmitter; Type No. 406A-1—10 kw broadcast transmitter; Type No. 406A-2—10 kw broadcast transmitter; Type No. 406A-3—10 kw broadcast transmitter; Type No. 407A-1—50 kw broad- transmitter; Type No. 407A-2—50 kw broadcast transmitter; Type No. 407A-3—50 kw broadcast transmitter; Type No. 407A-4—50 kw broadcast transmitter; Type No. 442A-1—500 w broadcast transmitter; Type No. 443A-1—1000 w broadcast transmitter.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.—Baltimore, Maryland.
Type No. 5-HV—5 kw standard broadcast transmitter; Type No. HG—50 kw standard broadcast transmitter.

RADIO ENGINEERING LABORATORIES—Long Island, New York.
REL Type No. 518—1 kw high frequency (FM) broadcast transmitter; REL Type No. 519—3 kw high frequency (FM) broadcast transmitter; REL Type No. 520—10 kw high frequency (FM) broadcast transmitter; REL Type No. 521—50 kw high frequency (FM) broadcast transmitter.

FEDERAL TELEGRAPH CO.—Newark, New Jersey.
Type No. 162-A—50 kw standard broadcast transmitter; Type No. 163-A—50 kw Standard broadcast transmitter.

Manufacturers of Low Temperature COEFFICIENT CRYSTALS WHICH HAVE BEEN ACCEPTED BY THE COMMISSION

Bellefonte Eng. Labs.—Bellefonte, Pa.
Premier Crystal Labs. Inc.—53-63 Park Row, New York City.
RCA Mfg. Co.—Camden, N. J.
Precision Piezo Service — Baton Rouge, La.
Scientific Research Laboratories—Hyattsville, Md.
Commercial Radio Equipment Co.—21 East Seventy-fourth Street, Kansas City, Mo.
Hollister Crystal Co.—Merriam. Kans.
Piezo Electric Laboratories—New Dorp, N. Y.
Collins Radio Co.—Cedar Rapids, Iowa.
Western Electric Co.—New York, N. Y.
William W. L. Burnett—San Diego, Calif.
American Piezo Supply Co.—Kansas City, Mo.
Bliley Electric Co.—Union Station Building, Erie, Pa.
Hipower Crystal Co.—2035 West Charleston Street, Chicago, Ill.
Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.
Theodore S. Valpey — Holliston, Mass.
General Electric Co.—Schenectady, N. Y.

Definition of Station Classes and Use of the Several Classes of Channels

(As Set Forth Under the NARBA)

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicability of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance of less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and

(Continued on page 368)

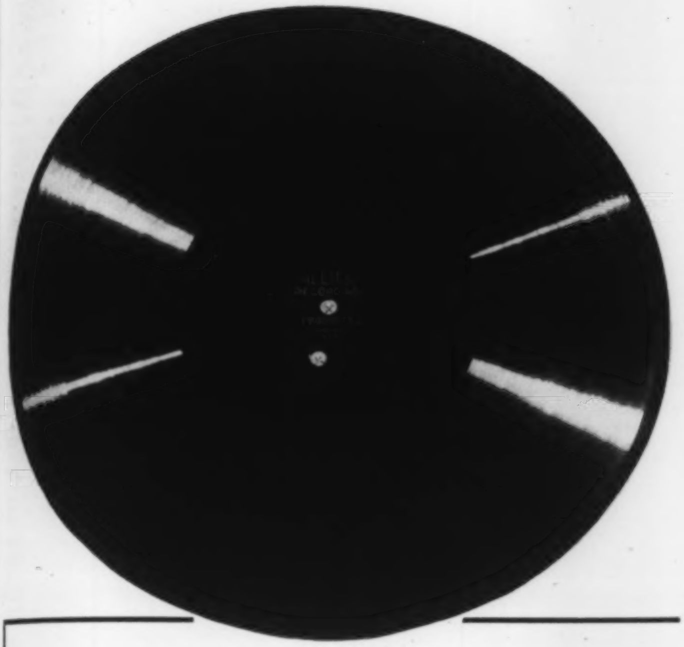
FCC FM Rulings

(Continued from page 364)

ate the station by the indirect method of power determination (informal application). Applications for license for the associated high frequency broadcast station will not be considered until Form 306 is filed for the standard broadcast station.

When it is proposed to install a high frequency antenna on one element of a standard broadcast directional antenna, it will be necessary to file application for modification of construction permit for the standard broadcast station with the application for construction permit for the high frequency broadcast station. The granting of the modification for the standard station will, of course, be contingent upon the granting of the construction permit for the high frequency broadcast station. F.C.C. Form No. 304 should include a complete engineering study setting forth fully the effect of the high frequency antenna upon the operation of the standard broadcast antenna system. Depending on the individual case the Commission may require certain field measurements on the standard broadcast station following the installation of the high frequency (FM) antenna system. The application for license to cover the construction permit for the FM station will not be considered until the licensee has made a satisfactory showing with Form 302 that the installation of the FM antenna has not adversely affected the operation of the standard broadcast station.

The installation of the high frequency antennas on towers of standard broadcast stations may require certain additional lighting. The applicant should supply complete information showing the mechanical details thereof so that the additional hazard to air navigation may be evaluated together with the additional lighting which may be required.



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Extracts From Standards of Good Engineering Practice of the FCC Concerning Television Broadcast Stations

(Channels 1-18, inclusive; effective April 30, 1941)

I. Definitions

1. "Amplitude modulation" (AM) means a system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.

2. "Antenna field gain" means the ratio of the effective free space field intensity produced at one mile in the horizontal plane from the antenna expressed in millivolts per meter for one kilowatt antenna input power to 137.6.

3. "Aspect ratio" means the numerical ratio of the frame width to frame height, as transmitted.

4. "Black level" means the amplitude of the modulating signal corresponding to the scanning of a black area in the transmitted picture.

5. "Center frequency" (as applied to frequency modulation) means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency with the frequency tolerance).

6. "Color transmission" means the transmission of television signals which can be reproduced with different color values.

7. "Field frequency" means the number of times per second the frame area is fractionally scanned in interlaced scanning.

8. "Frame" means one complete picture.

9. "Frame frequency" means the number of times per second the picture area is completely scanned.

10. "Free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

11. "Frequency modulation" (FM) means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

12. "Frequency swing" means, when used with respect to frequency modulation, the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

13. "Interlaced scanning" means a scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency scanning.

14. "Monochrome transmission" means the transmission of television signals which can be reproduced in gradations of a single color only.

15. "Negative transmission" means that a decrease in initial light intensity causes an increase in the transmitted power.

16. "Polarization" of a linearly polarized wave is the direction of the electric vector as radiated from the transmitting antenna.

17. "Positive transmission" means that an increase in initial light intensity causes an increase in the transmitted power.

18. "Progressive scanning" means a scanning process in which scanning lines trace one dimension substantially parallel to a side of the frame and in which successively traced lines are adjacent.

19. "Scanning" means the process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.

20. "Scanning line" means a single continuous narrow strip containing highlights, shadows, and half-tones which is determined by the process of scanning.

21. "Synchronization" means the maintaining of one operation in step with another.

22. "Vestigal-side-band transmission" means a system of transmission wherein one of the generated side bands is partially attenuated at the transmitter and radiated only in part.

23. "Visual frequency" means the frequency of the signal resulting from television scanning.

II. Television Transmission Standards

The Television Channel

1. The width of the standard television broadcast channel shall be six megacycles per second.

2. It shall be standard to locate the visual carrier 4.5 megacycles lower in frequency than the unmodulated aural carrier.

3. It shall be standard to locate the unmodulated aural carrier 0.25 megacycles lower than the upper frequency limit of the channel.

4. The standard visual transmission amplitude characteristic shall be that shown in appended Drawing I.[1]

5. The standard number of scanning lines per frame period shall be 525, interlaced two to one.[2]

6. The standard frame frequency shall be 30 per second and the standard field frequency shall be 60 per second.[2]

7. The standard aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

8. It shall be standard, during active scanning intervals, to scan the scene from left to right horizontally and from top to bottom vertically, at uniform velocities.

9. It shall be standard in television transmission to modulate a carrier within a single television channel for both picture and synchronizing signals, the two signals comprising different modulation ranges in frequency or amplitude or both.[3]

10. It shall be standard that a decrease in initial light intensity cause an increase in radiated power.

11. It shall be standard that the black level be represented by a definite carrier level, independent of light and shade in the picture.

12. It shall be standard to transmit the black level at 75 per cent (with a tolerance of plus or minus 2.5 per cent) of the peak carrier amplitude.

Aural Signal Modulation

13. It shall be standard to use frequency modulation for the television transmission with a maximum frequency swing of 75 kilocycles.

14. It shall be standard to pre-emphasize the sound transmission in accordance with the impedance-frequency characteristic of a series inductance-resistance network having a time constant of 100 micro-seconds.

Synchronizing Signals

15. It shall be standard in television transmission to radiate a synchronizing waveform which will adequately operate a receiver which is responsive to the synchronizing waveform shown in appended Drawing II.

16. It shall be standard that the time interval between the leading edges of successive horizontal pulses shall vary less than one half of one percent of the average interval.

17. It shall be standard in television studio transmission that the rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the vertical blanking signal.

18. It shall be standard to rate the visual transmitter in terms of its peak power when transmitting a standard television signal.

19. It shall be standard in the modulation of the visual transmitter that the radio frequency signal amplitude be 15 per cent or less of the peak amplitude, for maximum white.

20. It shall be standard to employ an unmodulated radiated carrier power of the aural transmission not less than 50% nor more than 100% of the peak radiated power of the picture transmission.

21. It shall be standard in television broadcasting to radiate signals having horizontal polarization.

III. Change or Modification of Transmission Standards

The Commission will consider the question whether a proposed change or modification of transmission standards adopted for television would be in the public interest, convenience and necessity, upon petition being filed by the person proposing such change or modification, setting forth the following:

(a) The exact character of the change or modification proposed;

(b) The effect of the proposed change or modification upon all other transmission standards that have been adopted by the Commission for television broadcast stations;

(c) The experimentation and field tests that have been made to show that the proposed change or modification accomplishes an improvement and is technically feasible.

(d) The effect of the proposed change or modification in the adopted standards upon operation and obsolescense of receivers;

(e) The change in equipment required in existing television broadcast stations for incorporating the proposed change or modification in the adopted standards, and

(f) The facts and reasons upon which the petitioner bases his conclusion that the proposed change or modification would be in the public interest, convenience and necessity.

Should a change or modification in the transmission standards be adopted by the Commission, the effective date thereof will be determined in the light of the considerations mentioned in subparagraph (d) above.

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[1] In the use of any type of transmission permitted under Standards 9 and 15, the emissions (aural and visual) must be kept strictly within the 6 mc band authorized.

[2] The presently favored values for lines and for frame and field frequencies for experimentally field testing color transmission are, respectively, 375, 60 and 120.

[3] Practical receivers of the "RA" type (those which attenuate the carried 50% before detection) designed for the synchronizing signals shown in Drawing II of the FCC will also receive interchangeably any of the following:

(a) Amplitude modulated synchronizing and picture signals of the 500 kc. vertical synchronizing pulse type. See FCC Drawing III.

(b) Synchronizing signals of the alternate carrier type with amplitude modulated picture signals.

(c) Frequency modulated picture and synchronizing signals.

Each of the above signals will be permitted over a reasonable period for transmitting regularly scheduled program as required by section 4.261 (a) of the Rules and Regulations Governing Television Broadcast Stations.

Definition of Station Classes and Uses of the Several Classes of Channels

(*Continued from page 366*)

power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth.

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or receivd by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominion Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

XUM

"Old Slide Rule"

YOU never see his name in radio columns. No drums roll announcing him on the air. He doesn't even rate a program credit line. Unknown to listening audience, time buyers, clients, he is the man *behind* the man behind the mike. We who are privileged to serve behind the scene in the radio industry, however, have a deep and abiding admiration for the Radio Engineer. To "Old Slide Rule" *we* know belongs much of the credit for this thing called Radio — this most amazing Voice heard 'round the world in our time. It was "Old Slide Rule", lest we forget, who brought the splendor and inspiration of the symphony concert into humble homes. It was "Old Slide-Rule" who first linked earth and sky to guide pilots safely through the night. It was "Old Slide Rule" who flashed the word of sudden and savage attack on our Far Eastern Front *while it happened*, and like the racing Paul Revere of another American hour, helped arouse — but with the speed of Mercury now — his countrymen to the reality and nearness of national peril.

Indeed, "Old Slide Rule" is working miracles every working hour, yet that word is probably foreign to him. A slide-rule is, in fact, a magic wand in his trained hand, but it is doubtful if he sees any magic in it. He lives by incontrovertible laws which, unlike man-made laws, can have but one interpretation. And like these laws, his teacher, too, is ever reliable. His teacher is Experience. Experience guided the Radio Engineer in his conquest of time and space. Experience guides him still in his constant search for "new and better ways to put a signal on the air". This quest, naturally, has lead "Old Slide Rule" to the doors of *men of experience* for the information and the equipment he requires. That is why, for example, there are more Cornell-Dubilier capacitors in broadcasting use today than any other make. Cornell-Dubilier's thirty-two years of capacitor specialization represents the broadest and richest engineering experience in the industry. Cornell-Dubilier Electric Corporation, world's largest manufacturers of capacitors exclusively. South Plainfield, New Jersey, New Bedford, Mass.

Illustration shows bank of C-D Dykanol Transmitting Capacitors in the rectifier circuit of the new 50 Kw Columbia Broadcast Station WABC. Designed, manufactured and installed by the Federal Telegraph Company, this transmitter is one of a host of important stations using C-D capacitors.

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FCC Regulations Governing Standard Broadcast Services

Part 3 of Rules and Regulations, Effective June 25, 1940, as Revised to Jan. 1, 1942

[See page 328 for Subpart B, Specific Rules Governing High-Frequency (FM) Broadcast Stations]

SUBPART A—RULES GOVERNING STANDARD BROADCAST STATIONS

Definitions[1]

3.1 *Standard broadcast station.* The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

3.2 *Standard broadcast band.* The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

3.3 *Standard broadcast channel.* The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

3.4 *Dominant station.* The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

3.5 *Secondary station.* The term "secondary station" means any station except a class I station operating on a clear channel.

3.6 *Daytime.* The term "daytime" means that period of time between local sunrise and local sunset.

3.7 *Nighttime.* The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

3.8 *Sunrise and sunset.* The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulation of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Time".

3.9 *Broadcast day.* The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

3.10 *Experimental period.* The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

3.11 *Service Areas.* (a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

3.12 *Main studio.* The term "main studio" means, as to any station, the studio from which the majority of its local programs originate and/or from which a majority of its station announcements are made of programs originating at remote points.

3.13 *Portable transmitter.* The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

3.14 *Auxiliary transmitter.* The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

3.15 *Combined audio harmonics.* The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

3.16 *Effective field.* The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

ALLOCATION OF FACILITIES

3.21 *Three classes of standard broadcast channels.*

(a) *Clear channel.* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel.* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) *Local channel.* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

3.22 *Classes and power of standard broadcast stations.*

(a) *Class I station.* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area free from interference, except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the "Engineering Standards of Allocation." The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station.* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) *Class III station.* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district[1a] and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station.* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station.* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station.* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

3.23 *Time of operation of the several classes of stations.*[2] The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to Class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station, and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location, see "Average and Sunset Times.")

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

3.24 *Broadcast facilities; showing required.* An authorization for a new standard broadcast station or increase in facilities of an existing station[3] will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.[4]

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

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[1] Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

[1a] The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

[2] Formal application required for change in time of operation of existing broadcast station.

See Standards of Good Engineering Practice for form number.

[3] Formal application required. See Standards of Good Engineering Practice for form number.

[4] See Money Required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

FREQUENCY ALLOCATIONS BY CLASSES OF STATIONS

§3.25 *Clear channels: Class I and II stations.*—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations, operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 990, 1010[4a], and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050[4b], 1220[4c], and 1570 kilocycles.

(e) For class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

§3.26 *Regional channels: Classes III-A and III-B stations.*—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations[4d]: 550, 560[5], 570[5], 580, 590[5], 600, 610, 620, 630[5], 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270[5], 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 *Local channels: Class IV stations.*—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 *Assignment of stations to channels.*—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

§3.29 *Assignment of class IV stations to regional channels.*—On condition that interference will not be caused to any class III station, and that the channel is used fully for class III stations and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

§3.30 *Station location.*—(a) Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 *Authority to move main studio.*—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application[6] to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

§3.32 *Special experimental authorizations.*—(a) Special experimental authorization[7] may be issued to the licensee of a standard broadcast station in addition to the regular license upon proper application therefor[6] and satisfactory showing in regard to the following, among others:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of contribution to the development and practical application of broadcasting, and will be in addition to and advancement of the work that can be accomplished under its regular license.

(2) That the experimental operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

(3) That the public interest, convenience, and necessity will be served by granting the authorization requested.

(b) [8]In case a special experimental authorization permits additional hours of operation, no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities.

(c) A special experimental authorization will not be extended after the actual experimentation is concluded.

(d) The program of research and experimentation as outlined in the application for a special experimental authorization shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The Commission may require from time to time a broadcast station holding such experimental authorization to conduct experiments that are deemed desirable and reasonable.

(f) A supplemental report shall be filed with and made a part of each application for an extension of a special experimental authorization and shall include statements of the following:

(1) Comprehensive summary of all research and experimentation conducted.

(2) Conclusions and outline of proposed program for further research and development.

(3) Comprehensive summary and conclusions as to the social and economic effects of its use.

§3.33 *Directional antenna; showing required.*—(a) No application for authority to install a directional antenna[9] will be accepted unless a definite site and full details of the design of the directional antenna are given with the application. (See Data Required with Applications Involving Directional Antenna Systems.)

(b) No application for an authorization to operate a directional antenna during the broadcast day will be accepted unless proof of performance of the directional antenna taken during equipment test period is submitted with the application. (See Field Intensity Measurements in Allocation, section B.)

§3.34 *Normal license period.*—All standard broadcast station licenses will be issued so as to expire at the hour of 3 a. m., Eastern Standard Time, and will be issued for a normal license period of 2 years, expiring as follows: [9a]

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kilocycles, February 1, even years.

(b) For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580 kilocycles, April 1, even years.

(c) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kilocycles, June 1, even years.

(d) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kilocycles, August 1, even years.

(e) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kilocycles, October 1, even years.

(f) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kilocycles December 1, even years.

(g) For stations operating on the frequency 1230 kilocycles, February 1, odd years.

(h) For stations operating on the frequency 1240 kilocycles, April 1, odd years.

(i) For stations operating on the frequency 1340 kilocycles, June 1, odd years.

(j) For stations operating on the frequency 1400 kilocycles, August 1, odd years.

(k) For stations operating on the frequency 1450 kilocycles, October 1, odd years.

(l) For stations operating on the frequency 1490 kilocycles, December 1, odd years.

EQUIPMENT

3.41 *Maximum rated carrier power; tolerances.* The maximum rated carrier power of a standard broadcast transmitter shall not be less than the authorized power nor shall it be greater than the value specified in the following table:

Class of station	Maximum power authorized to station	Maximum rated carrier power permitted to be installed [1]
		watts
Class IV	100 or 250 watts	250
Class III	500 or 1,000 watts	1,000
	5,000 watts	5,000
Class II	250, 500, or 1,000 watts	1,000
	5,000 or 10,000 watts	10,000
	25,000 or 50,000 watts	50,000
Class I	10,000 watts	10,000
	25,000 or 50,000 watts	50,000

[1] The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19.)

3.42 *Maximum rated carrier power; how determined.* The maximum rated carrier power of a standard broadcast transmitter shall be determined as the sum of the applicable power ratings of the vacuum tubes employed in the last radio stage.

(a) The power rating of vacuum tubes shall apply to transmitters employing the different classes of operation or systems of modulation as specified in Power Rating of Vacuum Tubes prescribed by the Commission.

(b) If the maximum rated carrier power of any broadcast transmitter, as determined by paragraph (a) of this section, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

(c) Authority will not be granted to employ, in the last radio stage of a standard broadcast transmitter, vacuum tubes from a manufacturer or of a type number not listed until the manufacturer's rating for the class of operation or system of modulation is submitted to and approved by the Commission. These data must be supplied by the manufacturer in accordance with Requirements for the Approval of the Power Rating of Vacuum Tubes, prescribed by the Commission.

3.43 *Changes in equipment; authority for.* No licensee shall change, in the last radio stage, the number of vacuum tubes to vacuum tubes of different power rating or class of operation, nor shall it change system of modulation without the authority of the Commission.[10]

3.44 *Other changes in equipment.* Other changes except as provided for in these rules or Standards of Good Engineering Practice, prescribed by the Commission, which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes which affect the information already on file shall be shown in full.

(*Continued on page 372*)

[4a] A station on 1010 kilocycles shall also protect a class 1-B station at Havana, Cuba.

[4b] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

[4c] See Agreement with Mexico for further use of this channel.

[4d] See section 3.29 in regard to assigning class IV stations to regional channels.

[5] See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

[6] Formal application required. See Standards of Good Engineering Practice for form number.

[7] Special authorizations which do not involve experimental operation may be granted pursuant to section 1.365.

[8] The Commission on May 27, 1941, advanced the effective date of section 3.32(b) to July 29, 1941.

[9] Formal application required. See Standards of Good Engineering Practice for form number.

[9a] Licenses will be renewed according to the schedules set out in these rules upon the expiration of existing licenses.

[10] Formal application required. See Standards of Good Engineering Practice for form number.

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(*Continued from page 371*)

3.45 *Radiating, system.*

(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. (Also see Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice. (See Minimum Antenna Heights or Field Intensity Requirements and Field Intensity Measurements in Allocation, section A.)

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns, except upon written application to and authority from the Commission.[11]

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended. (See Standard Lamps and Paints.)

(e) The simultaneous use of a common antenna or antenna structure by two standard broadcast stations or by a standard broadcast station and a station of any other class or service will not be authorized unless both stations are licensed to the same licensee. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

3.46 *Transmitter.*

(a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed, and operated in accordance with the standards of good engineering practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band[12] which cause or which, in accordance with the Standards of Good Engineering Practice, are considered as being capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low level as required by good engineering practice. The audio distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this section, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements thereof will be published from time to time. (See Construction, General Operation and Safety of Life Requirements.)

TECHNICAL OPERATIONS

3.51 *Operating power; how determined.* The operating power of each standard broadcast station shall be determined by:

(a) Direct measurement of the antenna power in accordance with section 3.54.[13]

(1) Each new standard broadcast station.

(2) Each existing standard broadcast station after June 1, 1941.

(b) Indirect measurement by means of the plate input power to the last radio stage on a temporary basis in accordance with sections 3.52 and 3.53.

(1) In the case of existing standard broadcast stations and pending compliance with paragraph (a) (2) of this section.

(2) In case of an emergency where the licensed antenna has been damaged or destroyed by storm or other cause beyond the control of the licensee or pending completion of authorized changes[14] in the antenna system.

(c) Upon making any change[13] in the antenna system, or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, the licensee shall immediately make a new determination of the antenna resistance (see section 3.54) and shall submit application for authority to determine power by the direct method on the basis of the new measurements.

3.52 *Operating power; indirect measurement.* The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage (*Ep*), the total plate current of the last radio stage (*Ip*) and the proper factor (*F*) given in the following tables: that is

Operating power=$Ep\ x\ Ip\ x\ F$

A. Factor to be used for stations employing plate modulation in the last radio stage[1]

Maximum rated carrier power of transmitter:[2]	*Factor (F) to be used in determining the operating power from the plate input power*
100-1,000 watts	0.70
5,000 and over watts	.80

B. Factor to be used for stations of all powers using low-level modulation[1]

Class of power amplifier in the last radio stage:	*Factor (F) to be used in determining the operating power from the plate input power*
Class B	0.35
Class BC[3]	.65

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage[1]

Type of tube in the last radio stage:	*Factor (F) to be used in determining the operating power from the plate input power*
Table C[1]	0.25
Table D[1]	.35

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[1] See Power Rating of Vacuum Tubes.

[2] The maximum rated carrier power must be distinguished from the operating power. (See section 2.18 and 2.19.)

[3] All linear amplifier operation where efficiency approaches that of class C operation.

3.53 *Application of efficiency factors.* In computing operating power by indirect measurement the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power. (See Plate Efficiency of Last Radio Stage.)

3.54 *Operating power: direct measurement.* The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy.[15] These data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination.[16] The antenna ammeter shall not be changed to one of different type, maximum reading, or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method. (See Further Requirements for Direct Measurements of Power.)

3.55 *Modulation.*

(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 percent. When the transmitter is operated with 85 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors. (See Approved Modulation Monitors and also Requirements for Approval of Modulation Monitors.)

3.56 *Modulation: data required.* A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 percent or more, with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

3.57 *Operating power, maintenance of.* The licensee of a broadcast station shall maintain the operating power of the station within the prescribed limits of the licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge[17] shall be notified in writing immediately after the emergency develops. (See Operating Power Tolerance.)

3.58 *Indicating instruments.* Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy. (See Indicating Instruments Pursuant to section 3.58.)

3.59 *Frequency tolerance.* The operating frequency of each broadcast station shall be maintained within 50 cycles of the assigned frequency until January 1, 1940, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

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[11] Informal application may be made, except in controversial cases or directional antenna; then formal application shall be made.

[12] See Construction, General Operation and Safety of Life Requirements.

[13] Program tests on equipment, including a new or different antenna system, will not be authorized unless application for authority to determine power by the direct method has been granted or is submitted simultaneously with the application for license to cover the construction permit and the application for license will not be granted until such time as the application for direct measurement is approved.

[14] Changes shall not be made except upon making proper request and obtaining approval thereof in accordance with sections 3.45 and 3.58.

[15] See Indicating Instruments Pursuant to section 3.58.

[16] Formal application required. See Standards of Good Engineering Practice for form number.

[17] See Field Offices of the Commission.

3.60 *Frequency monitor.* The licensee of each standard broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission. It shall have a stability and accuracy of at least 5 parts per million. (See Approved Frequency Monitors and also Requirements for Approval of Frequency Monitors.)

3.61 *New Equipment; restrictions.* The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits specified in section 3.59.

3.62 *Automatic frequency control equipment; authorization required.* New automatic frequency control equipment that may effect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization [18] from the Commission. (See Approved Equipment.)

3.63 *Auxiliary transmitter.* Upon showing that a need exists for the use of an auxiliary transmitter [19] in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter.

(2) The transmission of regular programs during maintenance or modification [20] work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 9 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.

(g) The operating power of an auxiliary transmitter may be less than the authorized power, but in no event shall it be greater than such power.

3.64 *Duplicate main transmitters.* The licensee of a standard broadcast station may be licensed for duplicate main transmitters provided that a technical need [21] for such duplicate transmitters is shown and that the following conditions are met.

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating.

(c) The external effects from both transmitters is substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

OPERATION

3.71 *Minimum operating schedule.* Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate beween 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge [22] shall be notified in writing immediately after the emergency develops.

3.72 *Operation during experimental period.* The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

3.73 *Specified hours.* If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

3.74 *Sharing time.* If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the Inspector in Charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

3.75 *Sharing time; equivalence of day and night hours.* For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

3.76 *Sharing time; experimental period.* If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.

3.77 *Sharing time; departure from regular schedule.* A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Inspector in Charge.[23]

3.78 *Sharing time stations; notification to Commission.* If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

3.79 *License to specify sunrise and sunset hours.* If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

3.80 *Secondary station; filing of operating schedule.* The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

3.81 *Secondary station: failure to reach agreement.* If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

3.82 *Departure from schedule; material violation.* In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

3.83 *Local standard time.* All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

3.84 *Daylight saving time.* If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provisions of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

3.85 *Changes in time; agreement between licensees.* Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

3.86 *Local standard time: license provisions.* The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

§3.87 *Program transmissions prior to local sunrise.*—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmis-

(Continued on page 374)

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[18] Formal application required. See Standards of Good Engineering Practice for form number.

[19] All regulations as to safety requirements and spurious emissions applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter. (See Use of Frequency and Modulation Monitors at Auxiliary Transmitter.)

[20] This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

[21] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or development work is being carried on requiring such alternate operation.

[22] See Field Offices of the Commission.

[23] See Field Offices of the Commission.

XUM

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

LICENSING REQUIREMENTS

(Suspended Pending Court Action on NBC-CBS Appeals)

[28]§3.101 *Exclusive affiliation of stations.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization[24] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

[28]§3.102 *Territorial exclusivity.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

[28]§3.103 *Term of affiliation.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

[28]§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options[24a] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[24b] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a. m. to 1:00 p. m.; 1:00 p. m. to 6:00 p. m.; 6:00 p. m. to 11:00 p. m.; 11:00 p. m. to 8:00 a. m.[24c] Such options may not be be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

[28]§3.105 *Right to reject programs.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

[26] [28]§3.106 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[25] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadacst station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

[27]§3.107 *Dual network operation.*—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

[28]§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

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[24] The term "'network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[24a] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[24b] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[24c] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[25] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[26] Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.

[27] Effective date of this section shall be suspended indefinitely and any further order of the Commission placing said section in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

[28] Suspended pending court action.

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FCC STANDARD BROADCAST RULES

(*Continued from page 373*)

sion of programs between four o'clock a. m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, *Provided*: That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference[23a] by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a. m. to 6:00 a. m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

[23a] As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

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FM Regulations Governing Broadcast Services

SUBPART C—General Rules Applicable to Both Standard and High-Frequency Broadcast Stations

3.401 *Station license; posting of.* The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner. (See secs. 2.51 and 2.52.)

3.402 *Licensed operator required.* The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 2.53.)

3.403 *Licensed operator; other duties.* The licensed operator on duty and in charge of a standard or high frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in nowise interfere with the power operation of the standard broadcast transmitter.

3.404 *Logs.* The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry of the time the program begins and ends. "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage (total plate current and plate voltage).

(ii) Antenna current.

(iii) Frequency monitor reading.

(iv) Temperature of crystal control chamber if thermometer is used.

(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

3.405 *Logs; retention of.* Logs of standard or high frequency broadcast stations shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

§ 3.406 *Station identification*—(a) A licensee of a standard or high-frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour, *Provided*:

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided*, That an announcement within 5 minutes of the time specified in paragraph (a) (2) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in paragraph (a) (2) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in paragraph (a) (2) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

3.407 *Mechanical records.* Each broadcast program consisting of a mechanical record or a series of mechanical records shall be announced in the manner and to the extent set out below:

(a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30 minute interval, and at the conclusion of the program: *Provided, however,* That the identifying announcement at each 30 minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes.

(b) A mechanical record, or a series thereof, of a longer duration than 5 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program:

(c) A single mechanical record of a duration not in excess of 5 minutes shall be identified by appropriate announcement immediately preceding the use thereof;

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription," or as "transcribed" or "electrically transcribed," and where a phonograph record is used it shall be announced as a "record."

3.408 *Rebroadcast.*

(a) The term "rebroadcast" means reception by radio of the program[1] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[2]

(b) The licensee of a standard or high-frequency broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[3]

(c) (1) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a non-commercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c) the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.[4,5,6]

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325 (b) of the Communications Act of 1934, which reads as follows:

> No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.[7]

3.421 *General requirements.* No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

3.422 *Definitions.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate so that he may be voted for by the electorate directly or by means of delegates or electors, and who (a) has qualified for a place on the ballot or (b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case my be.

3.423 *Rates and practices.* The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which

(*Continued on page 376*)

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[1] As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

[2] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

[3] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[4] The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.

[5] Informal application may be employed.

[6] Provision suspended under Order No. 82.

[7] Formal application required. See Standards of Good Engineering Practice for form number.

Directory of

RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Official Membership of Radio Manufacturers Association as of January 1, 1942)
With Associate Members Indicated by Asterisk (*)

AEROVOX CORP.—740 Belleville Ave., New Bedford, Mass. Products—Capacitors—dry and wet Electrolytics for radio and industrial purposes; Auto Radio Condensers; Paper, Wax, and Oil Impregnated Units for industrial and radio uses; Standard Mica Condensers and Silver Plate Mica Condensers of Close Tolerances; Exact Duplicate Replacement Capacitors for radio and refrigeration; Transmitting Capacitors; Resistors—Insulated Molded and Lacquer Coated Carbon Resistors, Fixed and Adjustable Vitreous Enamel Resistors; Interference Filters; Noise Analyzer; Condenser Bridge for testing Power Factor, Resistance and Capacity. Trade Names: *Aerovox, Hi-Farad, Metalohms, Resistoformer, Pyrohms.*

AIR KING PRODUCTS CO. INC.—1523-29 Sixty-third St., Brooklyn, N. Y. Products—Radio Receiving Sets.

ALLEN-BRADLEY CO.—1326 South Second St., Milwaukee, Wis. Products—Bradleyometers, Bradleyunits, Bradleystats, Radioleaks. Trade Name: *Bradley.*

ALLEN B. DU MONT LABORATORIES INC.—2 Main Ave., Passaic, N. J. Products—Cathode Ray Tubes, Oscillographs, Television Receivers and Transmitters. Trade Name: *Du Mont.*

ALLIANCE MANUFACTURING CO.—Alliance, O. Products—Phonograph, Recording, Tuning and Record Changer Motors and Turn Tables.

AMERICAN STEEL PACKAGE CO.—Squire Ave., Defiance, O. Products—Variable Gag Condensers. Trade Name: *Defiance.*

*AMY, ACEVES & KING, INC.—11 W. 42nd St., New York, N. Y. Products—Antenna Systems. Trade Name: *Multicoupler Antenna System.*

ANDREA RADIO CORP.—48-20 48th Ave., Woodside, Long Island, N. Y. Products—Radio and Television Receivers. Trade Name: *Andrea Radio.*

ANSLEY RADIO CORP.—21-10 49th Ave., Long Island City, N. Y. Products—Radio Phonograph Combinations, Electric Phonographs, Radio Direction Finders, Photographic Flash Synchronizers, Electronic Pianos. Trade Names: *Dynaphone, Dynatone, Dynaflash.*

AUTOMATIC RADIO MFG. CO., INC.—122 Brookline Ave., Boston, Mass. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC; Combinations: Radio-Phonograph, Radio - Phonograph - Recorder. Trade Names: *Automatic, Autorola, Tom Thumb, Automaster, Airmaster, Symphony, Monarch, Atlas, Universal, Mel-O-Tone.*

ARNOLD ENGINEERING CO.—231 So. La Salle St., Chicago, Ill. Products—Alnico permanent magnets and other magnetic materials. Trade Name: *Alnico.*

*BAMBERGER BROADCASTING SERVICE, INC.—1440 Broadway, New York, N. Y.

BEAD CHAIN MANUFACTURING CO.—110 Mountain Grove St., Bridgeport, Conn. Products—Radio Tube Contact Pins. Trade Name: *Bead Chain.*

BELMONT RADIO CORP.—5921 Dickens Ave., Chicago, Ill. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio - Phonograph - Recorder; Television Sets: Radio-Video Console; also Aviation Sets. Trade Name: *Belmont.*

BENDIX RADIO CORP.—920 E. Fort Ave., Baltimore, Md. Products—Aviation Radio Equipment.

BENTLEY, HARRIS MFG. CO.—Hector and Lime Streets, Conshohocken, Pa. Products—Varnished Tubing and Sleeving. Trade Name: *B H.*

BLILEY ELECTRIC CO.—Union Station Bldg., Erie, Pa. Products—Quartz Crystals, Holders, Ovens, and associated equipment. Trade Name: *Bliley.*

WILLIAM BRAND & CO.—276 Fourth Ave., New York, N. Y. Products—Varnished Tubing, Saturated Sleeving, Mica Condenser Films and Fabricated Parts, Mica Plate in Sheets and punched to dimensions, Varnished Cambric and Paper in rolls, tape, etc., Sheet and Fabricated Bakelite, Fibre, etc. Trade Name: *Turbo.*

WALTER C. BRAUN, INC.—601 W. Randolph St., Chicago, Ill. Products—Amplifiers. Trade Names: *Radolek, Ozarka, Pioneer.*

C. F. CANNON CO.—Main Street, Springwater, N. Y. Products—Radio Headsets. Trade Name: *Cannon-Ball.*

CENTRALAB—(Division of Globe-Union), 900 East Keefe Ave., Milwaukee, Wis. Products—Variable Resistors, Volume and Tone Controls, Fixed Resistors, Ceramic Capacitors, and Switches. Trade Name: *Centralab.*

CHICAGO TELEPHONE SUPPLY CO.—1142-1228 W. Beardsley Ave., Elkhart, Ind. Products—Volume Controls, Tone Controls, Switches, Fixed Resistances, Head Phones, etc. Trade Name: *CTS, Frost-Radio, Chiphone.*

CHICAGO TRANSFORMER CORP.—3501 Addison St., Chicago, Ill. Products—Small Transformers and Reactors.

CINCH MANUFACTURING CORP.—2335 W. Van Buren St., Chicago, Ill. Products—Tube Sockets, Soldering Lugs, Terminal Strips, Binding Posts, Connector Plugs. Trade Name: *Cinch.*

CLAROSTAT MFG. CO., INC.—285 North Sixth St., Brooklyn, N. Y. Products—Fixed Resistors, Variable Resistors, Wire and Carbon. Trade Name: *Clarostat.*

COLONIAL RADIO CORP.—254 Rano St., Buffalo, N. Y. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio - Phonograph - Recorder. Trade Names: *Colonial, King.*

CONTINENTAL CARBON INC.—13900 Lorain Ave., Cleveland, O. Products—Resistors, both Carbon and Wire Wound; Suppressors, Carbon Granules for Transmitters, Paper Dielectric Condensers, Filternoys to eliminate radio interference. Trade Names: *Continental, Filternoys.*

CONTINENTAL RADIO & TELEVISION CORP.—3800 Cortland St., Chicago, Ill. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder. Trade Name: *Admiral.*

CORNELL-DUBILIER ELECTRIC CORP.—1000 Hamilton Boulevard, South Plainfield, N. J. Products—Capacitors—Trade Names: *Micadon, Ducon, Tubular, C-D, Cub, Tigers, Hi-Mike, Dykanol, Beaver.*

CORNING GLASS WORKS—Corning N. Y. Products—Bulbs, Tubing, Insulators. Trade Names: *Corning, Pyrex.*

CORNISH WIRE CO., INC.—30 Church St., New York, N. Y. Products—Radio Hook-Up Wires, Antenna Accessories, Antenna Kits, Shielded Auto Radio Wires, P-A Wires, Electric Cords. Trade Names: *Corwico, Cor-Lac, Nu-Cor, Super-Cor, Braidite, Flexibus.*

CRESCENT TOOL & DIE CO.—4140 W. Belmont Ave., Chicago, Ill. Products—"Crescent" Speakers, Tools and Dies, Metal and Fibre Stampings, Transformer Channel Frames, Sub Panels, Chassis, Pulleys and Brackets, Four Slide Machine Products.

CROSLEY CORP.—1329 Arlington St., Cincinnati, O. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder; Frequency Modulation Sets: FM-AM Table, FM-AM Console, Tubes and Service Parts and Antennas. Trade Name: *Crosley.*

CROWE NAME PLATE MFG. CO.—3701 Ravenswood Ave., Chicago, Ill. Products—Tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched, or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets; standard components for radio service men and amateurs. Trade Name: *Crowe.*

DeJUR-AMSCO CORP.—6 Bridge St., Shelton, Conn. Products—Manufacturers of Radio, Electrical and Photographic Products; Trimmer Condensers, Electrical Measuring Instruments, Power Rheostats, Exposure Meters, Photo-Electric Cells. Trade Name: *Dejur.*

DeWALDO RADIO MFG. CORP.—440 Lafayette St., New York, N. Y. Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Automobile. Trade Names: *Pierce Airo, DeWald.*

WILBUR B. DRIVE CORP.—150 Riverside Ave., Newark, N. J. Products—Carbonized Nickel Ribbon, Nickel Support Wire, Grid Wire, Filament Wire, Resistance wire. Trade Names: *Radiocarb A, Policarb, Duocarb, Sylvaloy, Cobanic, Tensite, Hilo, Modified Hilo, Emissaloy, Mangrid, Tophet A, Tophet C, Cupron, Balco, No. 30 Alloy, No. 60 Alloy, No. 90 Alloy, No. 180 Alloy, Ballast Nickel.*

HUGH H. EBY, INC.—4700 Stenton Ave., Philadelphia, Pa. Products—Binding Posts (insulated and metal), Battery Plugs, Speaker Plugs, Chassi Plugs, Vibrator Plugs, Molded Sockets, Cable Connectors, Cable Couplers, Rubber Capped Plugs, Molded Tip Jacks, Laminated Tip Jacks, Adaptors, Battery Adaptor Cables, Cable Assemblies, Strain Reliefs, Terminal Strips, Tie Points, Metal Punchings, Bakelite Punchings, Molded Parts, Electric Eye, Electric Eye Kits, AC and DC Relays, Photo Cell Equipment, Radio and Electric Specialties. Trade Name: *Eby.*

ELECTRICAL RESEARCH LABS., INC.—2020 Ridge Ave., Evanston, Ill. Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery and Portable. Trade Names: *Erla, Sentinel.*

ELECTRO MOTIVE MFG. CO., INC.—South Park & John Sts., Willimantic, Conn. Products—Carbon Resistors, Molded Mica Condensers, Trimmer Condensers, Padder Condensers, Suppressors. Trade Name: *Elmenco.*

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York, N. Y. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph - Recorder; Television Sets: Radio-Video Console; Frequency Modulation Sets: Console. Also Record-Players; Tubes and parts. Trade Name: *Emerson.*

FCC Regulations

(*Continued from page 375*)

shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

3.424 *Records; inspection.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

The Following Rule is Quoted for the Information of Licensees and Permittees of all Classes of Broadcast Stations:

43.1 *Information as to ownership, operation, interests therein, contracts, etc.* Licensees and permittees of all classes of broadcast stations shall file reports as follows:

(a) Within 30 days after becoming licensees or permittees all such licensees or permittees shall file with the Commission original reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(b) Thereafter, and within 30 days of the occurrence of any event which necessitates a change in information already reported, all such licensees or permittees shall file supplemental reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(c) All reports required hereby must be dated and executed under oath (or affirmed according to law) in accordance with the provisions of the form and show the date upon which each reporting event occurred. One report (original or supplemental) may be rendered by a licensee or permittee covering more than one station, provided the reported information relates equally to all stations. Otherwise, separate reports for each station must be filed.

(d) A licensee or permittee corporation which has of record on the date of submission of any report 1,000 stockholders or more, may file the information required herein as to the stockholders who own 1,000 or more shares of the stock of said corporation.

(e) The term "contract" as it appears on the forms provided by this section, shall be construed to include every contract, understanding, or agreement, verbal or written. Verbal contracts shall be reduced to writing and certified copies thereof submitted.

ERIE RESISTOR CORP.—644 West 12th St., Erie, Pa. Products—Resistors, Compensating Capacitors, Silver Mica Capacitors, Suppressors, and Plastic Parts. Trade Name: *Erie.*

ESSEX WIRE CORP.—14310 Woodward Ave., Detroit, Mich. Products—Copper Wire Products: Bare, Tinned, Insulated all types and combinations to manufacturers' specifications; Relays—all types, and Random Wound Coils. Trade Names: *R-B-M, Parasite, Essex, SX.*

FARNSWORTH TELEVISION & RADIO CORP.—3700 East Pontiac St., Fort Wayne, Ind. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC Table, Consoles; Television Sets: Radio-Video Table, Radio-Video Console; Frequency Modulation Sets: Table, Console, FM-AM Table, FM-AM Console; Aviation, Record-Players, other Commercial. Also Television Transmitters, Sound Receivers, Television Cameras, Studio Equipment and other special apparatus. Trade Names: *Farnsworth, Capehart.*

JOHN E. FAST & CO.—3123 N. Crawford Ave., Chicago, Ill. Products—Fixed Electrical Condensers. Trade Name: *Fast.*

BILLINGS S. FUESS—2-4 Lackawanna Place, South Orange, N. J. Products—Radio Loud Speaker Cones.

GALVIN MFG. CORP.—4545 Augusta Boulevard, Chicago Ill. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table Consoles; Combinations: Radio-Phonograph, Radio - Phonograph - Recorder; also Aviation, Police and Record-Players. Trade Name: *Motorola.*

GAROD RADIO CORP.—70 Washington St., Brooklyn, N. Y. Products—Radio Receivers: Console, Table and Midget Models. Combination Radio - Phonograph, Radio - Phonograph and Recorder Combinations. Battery and Portable Receivers. Trade Name: *Garod.*

GENERAL ELECTRIC CO.—1285 Boston Ave., Bridgeport, Conn. Products—Electric Sets: Compact, Table, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio - Phonograph; Television Sets: Radio-Video Table, Radio-Video Console. Video only; Frequency Modulation Sets: Table, Console, FM-AM Console; also Record-Players, Radio Receiving Tubes, Television Receiving and Picture Tubes, Portable Home Recorders, Television Transmitters and Transmitting Tubes, FM Transmitters, Broadcast Transmitters, Set and Tube Test Equipment. Trade Name: *GE.*

GENERAL INSTRUMENT CORP.—829 Newark Ave., Elizabeth, N. J. Products—Variable Condensers, Push Button Devices, Record Changers. Trade Name: *G. I.*

GENERAL MAGNETIC CORP.—2126 E. Fort St., Detroit, Mich. Products—Alnico Permanent Magnets.

GENERAL RADIO CO.—30 State St., Cambridge A, Mass. Products—Laboratory and Production Test Equipment and Apparatus. Radio Parts for General Experimental Purposes. Trade Name: *General Radio.*

GITS MOLDING CORP.—4600 West Huron St., Chicago, Ill. Products—Knobs, Push Buttons, Escutcheons, Trade Marks and Medallions, Concentric Cable, Drum Dials, Pointers, Remote Control Cases, Housings, Insulators and Needle Cups. Coaxial Cable.

EDWIN I. GUTHMAN & CO.—400 S. Peoria St., Chicago, Ill. Products—R.F. Coils, Chokes, Oscillators, I.F. Transformers, Padder and Trimmer Condensers, Textile Covered, Litzendraht and Enamelled Magnet Wire, Zinc Shield Cans, Coil-winding Machinery. Trade Names: *Guthman, Super Q.*

HAMMARLUND MFG. CO., INC.—424-438 W. 33d St., New York, N. Y. Products — Radio Sets — Commercial and Short Wave. Also Variable Condensers, Trimmers, Short Wave Parts. Trade names: *Hammarlund, Super-Pro, H-Q 120.*

HAWLEY PRODUCTS CO.—201 No. First Ave., St. Charles, Ill. Products—Speaker Diaphragms and Spiders, Automobile Speaker Housings, Loop Antenna Covers and other Moulded Fibre Specialties.

***HAZELTINE CORP.**—15 Exchange Place, Jersey City, N. J. Products—Patents and Engineering Service to Manufacturers.

HYGRADE SLYVANIA CORP.—Emporium, Pa. Products—Radio Receiving Tubes, Cathode Ray Tubes, Radio Panel Lamps. Trade Name: *Sylvania.* Products — Incandescent Lamp Bulbs, Fluorescent Lamps, and Miralume Fixtures. Trade Name: *Hygrade.*

HYTRON CORP.—76 Lafayette St., Salem, Mass. Products—Radio Tubes, Transmitting Tubes, Special Purpose Tubes, and Resistance Tubes. Trade Name: *Hytron.*

INDIANA STEEL PRODUCTS CO.—6 No. Michigan Ave., Chicago, Ill. Products—Permanent Magnets for all purposes. Trade Name: *Ispco.*

INTERNATIONAL RESISTANCE CO.—401 N. Broad St., Philadelphia, Pa. Products—Resistors—Fixed and Variable, Metallized, Precision, Power Wire Wound, Voltage Dividers, Volume Controls, Tone Controls, Rheostats, Attenuators. Trade Names: *I.R.C., Metallized.*

IRVINGTON VARNISH & INSULATOR CO.—6 Argyle Terrace, Irvington, N. J. Products—Insulating Materials used in the Manufacture of Radio Parts, such as Varnished Cambric, Varnished Paper, Irv-O-Slot Insulation and Saturated and Varnished Tubing. Trade Names: *Irvington Insulation, Standard Of The World.*

***JANSKY & BAILEY** — National Press Building. Washington, D. C.

JEFFERSON ELECTRIC CO.—25th Avenue & Madison St., Bellwood, Ill. Products—Radio Power Transformers, Chokes and Audio Input and Output Transformers, Television deflecting Yokes, Horizontal and Vertical Scanning Transformers, and Centering and Focusing Coils. Trade Name: *Jefferson.*

JENSEN RADIO MFG. CO.—6601 South Laramie Ave., Chicago, Ill. Products—Loud Speakers and Components. Trade Name: *Jensen.*

KEN-RAD TUBE AND LAMP CORP.—Owensboro, Ky. Products—Radio Tubes and Incandescent Electric Lamps. Trade Name: *Ken-Rad.*

KESTER SOLDER CO.—4201 Wrightwood Ave., Chicago, Ill. Products—Solders: Plastic Rosin Filled Solder, Radio Solder, Special Flux Filled Solders and Special Fluxes for Electrical and Radio Work. Trade Name: *Kester.*

KING LABS., INC.—205 Oneida St., Syracuse, N. Y. Products—Barex Embedded Getters, a part for radio tubes. Special alloys, chemicals and metals. Trade Name: *Barex.*

LENZ ELECTRIC MANUFACTURING CO.—1751 N. Western Ave., Chicago, Ill. Products—Wires, Cables, Cords—for radio.

MAGNAVOX COMPANY, INC.—2131 Bueter Road, Fort Wayne, Ind. Products—Radio Loud Speakers, Molanode "FP" Dry Type Electrolytic Filter and By-Pass Capacitors. Trade Name: *Magnavox.*

MAJESTIC RADIO & TELEVISION CORP.—2600 West 50th St., Chicago, Ill. Products—Radio Receiving Sets.

(*Continued on page 378*)

Wherever Performance Is Of Prime Importance

DAVEN ATTENUATORS

The DAVEN catalog lists the most complete line of precision attenuators in the world; "Ladder," "T" type, "Balanced H" and Potentiometer networks—both variable and fixed types—employed extensively in control positions of high quality program distribution systems and as laboratory standards of attenuation.

Due to the specialized nature of high fidelity audio equipment, a large number of requirements are encountered where stock units may not be suitable. If you have such a problem, write to our engineering department.

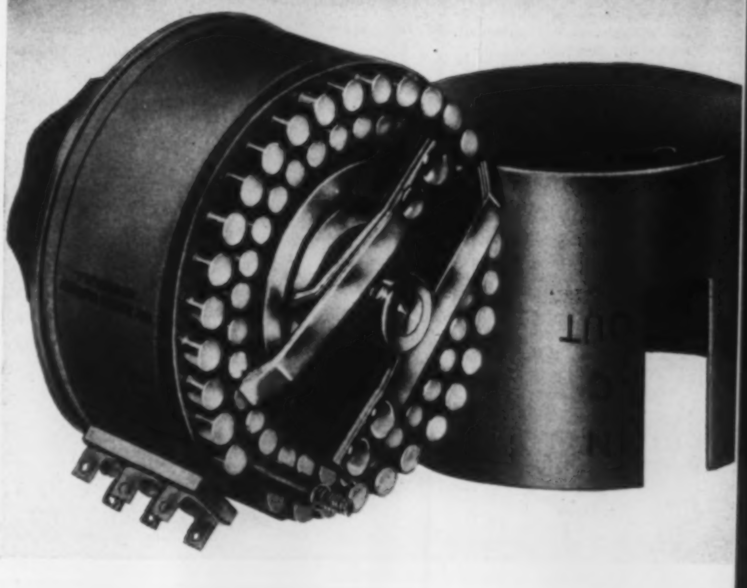
Special heavy duty type switches, both for program switching and industrial applications are available upon request. These switches employ the same type of high quality materials and workmanship as supplied in Daven attenuators.

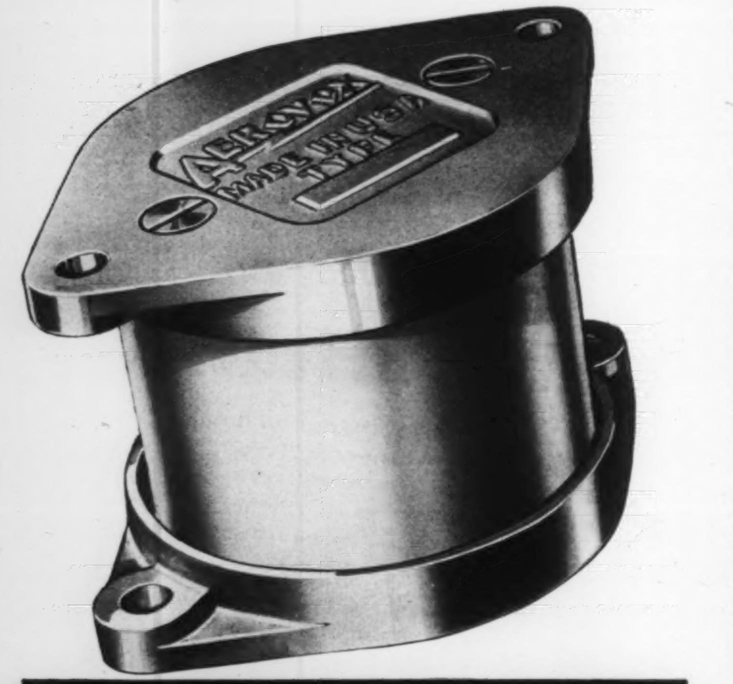
Super DAVOHM resistors are precision type, wire-wound units of from 1% to 0.1% accuracy.

To insure precise quality and rugged dependability in your speech input or special laboratory equipment, specify DAVEN components.

THE DAVEN COMPAN

158 SUMMIT STREET • NEWARK, NEW JERS

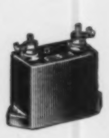




Yesterday, **"SPECIAL"**

today, **"STANDARD"**

● Widest selection of heavy-duty paper condensers including wax-impregnated wax-filled and oil-impregnated oil-filled. Extensive choice of containers, mountings, terminals, etc.



● Widest choice of mica transmitting capacitors including tiny molded-in-bakelite types, bakelite-case types, metal-case units, and stack-mounting types (shown at top).

● Complete line of oil-filled high-voltage capacitors in rectangular, round-can and inverted-screw-mounting types, meeting all voltage and capacity requirements.

● Until recently these extra-heavy-duty transmitting capacitors in mica, oil-filled, plug-in electrolytics and paper, and other types were definitely "special" or made to order for broadcasters and commercial communication purposes. Previous prices reflected the custom-built angle.

Aerovox, however, has made these types standard items in regular and therefore economical production, as listed in the Transmitting Capacitor Catalog. These types are now available to you at new and reasonable prices for your initial equipment, additions or alterations. Remember AEROVOX for your transmitting capacitors!

Ask for DATA...

● For your convenience, especially when you need a capacitor in a hurry, consult your local Aerovox jobber. He'll gladly take care of your needs. Ask him for a copy of the Aerovox Transmitting Capacitor Catalog (available only to those engaged in commercial radio work). Or write us direct.

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In Canada: AEROVOX CANADA LTD., Hamilton, Ont.
EXPORT: 100 Varick St., N. Y., Cable 'ARLAB'

Directory of
Receiving Set Manufacturers

(Continued from page 377)

P. R. MALLORY & CO., INC.—3029 E. Washington St., Indianapolis, Ind. Products—Dry electrolytic condensers for AC and DC applications, Mallotron electrostatic condensers; synchronous and interrupter type vibrators for auto radio receivers; all wave switches, push button switches, tone control switches, tuning switches; volume controls, fixed and adjustable heavy duty resistors; grid bias cells; jacks, jack switches, connector plugs, cable connectors; copper sulphide rectifiers, copper sulphide dry disc rectifiers, battery chargers, including heavy duty types, railroad battery chargers, plating power supplies; fluorescent lamp switches; power supplies (Vibrapacks); resistance welding electrodes, electrical contacts. Trade Names: *Mallory, Yaxley.*

MICAMOLD RADIO CORP.—1087 Flushing Ave., Brooklyn, N. Y. Products—Mica Condensers, Paper Condensers, Electrolytic Condensers, Resistors, Ballast Tubes, and Television Condensers. Trade Name: *Micamold.*

MUTER CO.—1255 South Michigan Ave., Chicago, Ill. Products—Resistors, Switches, Ceramic Condensers, Ballasts, Spirashields, Coils, Antenna Loops, I.F. and R.F. Transformers. Trade Names: *Candohm, Compo, Gen-Ral, Zipohm, Spirashield, Muter.*

NATIONAL CARBON CO., INC.—30 E. 42d St., New York, N. Y. Products—Radio "A," "B" and "C" Batteries. Trade Name: *Eveready.*

NATIONAL CO., INC.—61 Sherman St., Malden, Mass. Products—Amateur, Experimental and Communication type Receivers and Transmitting Equipment, Dials, Eliminators, Choke Coils, Transformers, Condensers, Couplings, Amplifiers, Grid Grips, Ceramic Insulators and Sockets for Amplitude and Frequency Modulation. Trade Names: *National, H. R. O., Velvet Vernier.*

NATIONAL UNION RADIO CORP.—57 State St., Newark, N. J. Products—Radio Tubes. Trade Names: *National Union, Sonatron.*

NOBLITT-SPARKS INDUSTRIES, INC.—E. 13th St., Columbus, Ind. Products — Electric Sets: Compact, Table, Portable; Battery Sets: Portable AC-DC, Automobile; Combinations: Radio - Phonograph. Trade Name: *Arvin.*

OAK MANUFACTURING CO.—Clybourn Ave., Chicago. Products—Switches, Range, Rotor, Tap, Push Button; Vibrators, Synchronous and Non-Synchronous; Mechanical Tuners. Trade Name: *Oak.*

OHIO CARBON CO.—12508 Berea Road, Lakewood, O. Products—Carbon Resistors and Suppressors for Autos. Trade Name—*Ohiohm.*

OPERADIO MFG. CO.—St. Charles, Ill. Products—Loud Speakers, Amplifiers, Public Address Equipment, Intercommunicating Equipment, Slide Film Equipment. Trade Name: *Operadio.*

OXFORD-TARTAK RADIO CORP.—915 West Van Buren St., Chicago, Ill. Products—Loud Speakers.

PARISIAN NOVELTY CO.—3510 South Western Ave., Chicago, Ill. Products—Printers and Fabricators of Celluloid, Bakelite, Lamicoid and Insurok Dials. Manufacturers of Transparent Celluloid and Vinylite dial crystals.

PHILCO CORP.—Tioga and C Sts., Philadelphia, Pa. Products—Electric Sets: Compact Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph - Recorder; Television Sets: Radio-Video Table, Radio-Video Console, Video only; also Police, Record-Players. Trade Names: *Philco, Philco-Transitone.*

PHILMORE MFG. CO., INC.—113-115 University Place, New York, N. Y. Products—Radio Sets—Midget and Battery. Microphones, Amplifiers, Aerial Eliminators, Headphones, Fixed Crystals and Crystal Sets. Trade Names: *Philmore, Ajax, Selective, Deluxe, Kompakt Radio, Blackbird, Supertone, Little Wonder.*

PHONOVISION CORP.—850 Blackhawk St., Chicago, Ill. Products—Radio Sets—Console, Midget, Combination Radio-Phonograph. Trade Names: *Seeburg Symphonolas, Corona.*

PILOT RADIO CORP.—3706 36th St., Long Island City, N. Y. Products—Electric Sets: Table, Portable; Battery Sets: Portable, Portable AC-DC, Table; Combinations: Radio-Phonograph, Radio - Phonograph - Recorder; Television Sets: Radio-Video Table, Radio-Video Console; Frequency Modulation Sets: Table. FM-AM Table, FM-AM Console; also Record-Players. Trade Name: *Pilot.*

QUALITY HARDWARE & MACHINE CORP.—5831-51 Ravenswood Ave., Chicago, Ill. Products—Stampings and Light Manufacturing.

QUAM-NICHOLS CO.—33d Place & Cottage Grove Ave., Chicago, Ill. Products—Quam PERMANIC, Dynamic, Permanent Magnet Dynamic Speakers, Quam Aerial Kits and Private Brand Kits, MARVEL Toy Telephones. Trade Names: *Quam Speakers, Marvel Phones, Quam Nichols Co.*

RADIO CONDENSER CO.—Davis & Copewood Sts., Camden, N. J. Products—Variable Air Condensers.

RADIO SPEAKERS, INC.—221 E. Cullerton St., Chicago, Ill. Products—Radio Loud Speakers and Recorders. Trade Name: *Radio Speakers.*

RAYTHEON PRODUCTION CORP.—55 Chapel St., Newton, Mass. Products—Radio Tubes. Trade Name: *Raytheon.*

RCA MANUFACTURING CO., INC.—201 No. Front St., Camden, N. J. Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Victrolas, Battery, Portable, Automobile, and Police. Television Sets—Console, Table, Separate Video, and Kits. Broadcasting and Transmitting Equipment; Television Transmitting and Receiving Equipment; Photophone Equipment; Vacuum Tubes, including Radio Receiving Tubes, Transmitting Tubes, and parts therefor. Trade Names: *RCA Victor, RCA Radiotron.*

READRITE METER WORKS—135 E. College Ave., Bluffton, O. Products—Radio Test Instruments and Vane Type Meters. Trade Names: *Readrite Ranger.*

REA MAGNET WIRE CO., INC.—East Pontiac St., Extended, Fort Wayne, Ind. Products—Magnet Wire, all Insulations. Trade Name: *Rea.*

REMLER COMPANY, LTD.—2101 Bryant St., San Francisco, Cal. Products—Radio Sets—Midget, Table, Console and Battery, Inter-Communication and Sound Equipment. Trade Name: *Remler.*

ROLA COMPANY, INC.—2530-70 Superior Ave., Cleveland, O. Products—Loud Speakers (Dynamic and Permanent Magnet) for Radio Receiving Sets and Public Address Equipment. Trade Name: *Rola.*

Directory of
RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

F. W. SICKLES CO.—Box 920, Springfield, Mass. Products—R.F. and I.F. Coils; Units; Padders—Mica and Air; Trimmers—Mica and Air; Silver Mica Condensers. Trade Names: *Sickles Diamond Weave, Silvercap.*

SPARKS-WITHINGTON CO.—2400 E. Ganson St., Jackson, Mich. Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery and Portable. Trade Name: *Sparton.*

SPEER RESISTOR CORP.—Saint Marys, Pa. Products—Speer Insulated and Non-insulated resistors; Speer Suppressors. Trade Name: *Speer.*

SPERRY GYROSCOPE CO., INC.—Manhattan Bridge Plaza, Brooklyn, N.Y. Products—Aircraft Sets, Aircraft Automatic Radio Direction Finder; Aircraft Gyropilot, Directional Gyro, and Gyro-Horizon; Marine Gyro-Compass, Incandescent and High Intensity Searchlights, Course Recorder, Rudder Angle Indicator, Electro-Mechanical Steering System, Ship Gyro Pilot; Anti-aircraft Sound Locator, Searchlight, Universal Fire Control Director. Trade Name: *Sperry.*

SPRAGUE SPECIALTIES CO.—189 Beaver St., North Adams, Mass. Products—Electrolytic, Paper and Mica Condensers of all types; also Wire Wound Resistors. Trade Names: *Sprague, Koolohm.*

STACKPOLE CARBON CO.—Tannery St., St. Marys, Pa. Products—Variable Resistors, Fixed Carbon Resistors (Insulated and uninsulated), Tone Switches, Push Switches, Snap Switches, Slide Switches, Contacts, Iron Cores, Graphite Anodes for Tubes, Carbons for Flashlight, No. 6 and B Batteries, and all known carbon products. Trade Name: *Stackpole.*

STANDARD TRANSFORMER CORP.—1500 North Halsted St., Chicago, Ill. Products—Transformers to manufacturer's specifications. Amateur Transmitting; Public Address Transformers; Low Voltage Power Devices; Rectifiers; Electrical Specialties, etc. Trade Name: *Stancor.*

STEWART-WARNER CORP.—1826 Diversey Parkway, Chicago, Ill. Product—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Console; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder; Television Sets: Radio-Video Console; Frequency Modulation Sets: FM-AM Table, FM-AM Console, FM-AM Radio-Phonograph; also Record-Players. Trade Names: *Stewart-Warner, Concert Grand.*

STROMBERG-CARLSON TELEPHONE MFG. CO.—100 Carlson Road, Rochester, N. Y. Products—Electric Sets: Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder; Television Sets: Radio-Video Consoles; Frequency Modulation Sets: Table, FM-AM Consoles; also Record-Players, Program Service Systems, Paging Systems, and Antenna Kits. Trade Names: *Stromberg-Carlson, Treasure Chest, Te-Lek-Tor, Duratex, Mine-A-Phone.*

SUPERIOR TUBE CO.—Post Office Drawer 191, Norristown, Pa. Products—Nickel Seamless and Lockseam Cathode Sleeves; Cathode Ray and Power Tubes in Nickel, "B" Monel, "K" Monel, Inconel, and Stainless Steel.

SUPREME INSTRUMENTS CORP.—414 Howard St., Greenwood, Miss. Products—Radio Testing Instruments.

SYNTHANE CORP.—Oaks, Pa. Products—Synthane Laminated Bakelite Sheets, Rods and Tubes; Plain and Printed Panels; Sub-Panels; Terminal Blocks; Synthographic Dials; Pierced and Threaded Coil Forms; Speaker Spiders and Voice Coil Bobbins; Punchings and Machined Parts. Trade Names: *Synthane, Synthographic.*

TUNG-SOL LAMP WORKS, INC.—95 Eighth Ave., Newark, N. J. Products—Radio Tubes and Radio Panel Bulbs. Trade Name: *Tung-Sol.*

UTAH RADIO PRODUCTS CO.—820 Orleans St., Chicago, Ill. Products—Loud Speakers, Transformers, Chokes, Vibrators, Resistors, Jacks, Volume Controls, Tone Controls, Jack Switches, Push Button Switches, Plugs, and Midget Motors. Trade Name: *Utah.*

WELLS-GARDNER & CO.—2701 No. Kildare Ave., Chicago, Ill. Products—Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Portable, Portable AC-DC, Table, Console; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder. Trade Name: *Wells-Gardner.*

WESTON ELECTRICAL INSTRUMENT CORP.—614 Frelinghuysen Ave., Newark, N. J. Products—Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Sneed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers. Trade Names: *Weston, Photronic, Jewell.*

WM. H. WELSH CO.—2241 Indiana Ave., Chicago, Ill.—Products—Speaker Diaphragms.

ZENITH RADIO CORP.—6001 W. Dickens Ave., Chicago, Ill. Products—Radio Sets: Console, Table, Midget; Combination Radio-Phonograph, Battery, Portable and Automobile. Television Sets: Console, Table and Separate Video. Trade Name: *Zenith.*

BUY DEFENSE SAVINGS BONDS

Bliley PRECISION-MADE Crystal Units

Bliley Quartz Crystal Units are noted for their uniformly reliable operating characteristics. That's because they are built that way! Behind each finished unit lies the fruits of constant research, the application of painstaking engineering, and the skill of highly trained specialists. In no other way can a precision product be manufactured.

Catalog G-12 describes Bliley precision-made crystals and mountings for all frequencies from 20 kc. to 30 mc. See your local Bliley Distributor or write for your copy.

Bliley Electric Co.
Erie, Pa.

Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles

(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
		1,000	300.0	2,000	150.0	3,000	100.0	4.000	75.00	5,000	60.00	6,000	50.00	7,000	42.86	8,000	37.50	9,000	33.33
10	30,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.81	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.30
20	15,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.26
30	10,000	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.44	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.22
40	7,500	1,040	288.5	2,040	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.19
50	6.000	1,050	285.7	2.050	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6.050	49.59	7,050	42.55	8,050	37.27	9,050	33.15
60	5,000	1,060	283.0	2,060	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.11
70	4,286	1,070	280.4	2,070	144.9	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.08
80	3,750	1,080	277.8	2,080	144.2	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.04
90	3,333	1,090	275.2	2,090	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.00
100	3,000	1,100	272.7	2,100	142.9	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	32.97
110	2,727	1,110	270.3	2,110	142.2	3,110	96.5	4,110	72.99	5,110	58.71	6,110	49.10	7,110	42.19	8,110	36.99	9,110	32.93
120	2,500	1,120	267.9	2,120	141.5	3,120	96.2	4,120	72.82	5,120	58.59	6,120	49.02	7,120	42.13	8,120	36.95	9,120	32.89
130	2,308	1,130	265.5	2,130	140.8	3,130	95.8	4.130	72.64	5,130	58.48	6,130	48.94	7,130	42.08	8,130	36.90	9,130	32.86
140	2,143	1.140	263.2	2,140	140.2	3,140	95.5	4.140	72.46	5,140	58.37	6,140	48.86	7,140	42.02	8,140	36.86	9,140	32.82
150	2,000	1,150	260.9	2,150	139.5	3,150	95.2	4,150	72.29	5,150	58.25	6.150	48.78	7,150	41.96	8,150	36.81	9,150	32.79
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9,160	32.75
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	32.72
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	32.68
190	1,579	1.190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	32.64
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4.200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8.200	36.59	9,200	32.61
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	32.57
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	32.54
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.36	6,230	48.15	7,230	41.49	8,230	36.45	9,230	32.50
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.47
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8,250	36.36	9,250	32.43
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.40
270	1,111	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.36
280	1,071	1,280	234.4	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.33
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.93	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.29
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4.300	69.77	5,300	56.60	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.26
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.22
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.19
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47.39	7,330	40.93	8,330	36.01	9,330	32.15
340	882	1,340	223.9	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.18	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.12
350	857	1,350	222.2	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.09
360	833	1,360	220.6	2,360	127.1	3.360	89.3	4,360	68.81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.05
370	811	1,370	219.0	2,370	126.6	3,370	89.0	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.02
380	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.76	6,380	47.02	7,380	40.65	8,380	35.80	9,380	31.98
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4.390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	31.95
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	31.91
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	31.88
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	31.85
430	698	1,430	209.8	2,430	123.5	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	31.81
440	682	1,440	208.3	2,440	123.0	3,440	87.2	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	31.78
450	667	1,450	206.9	2,450	122.4	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	31.75
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	31.71
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54.84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	31.68
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.65
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.61
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4.500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.58
510	588	1,510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.55
520	577	1,520	197.4	2,520	119.0	3,520	85.2	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.89	8,520	35.21	9,520	31.51
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.23	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.48
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.45
550	545	1,550	193.5	2,550	117.6	3,550	84.5	4,550	65.93	5,550	54.05	6,550	45.80	7,550	39.74	8,550	35.09	9,550	31.41
560	536	1,560	192.3	2,560	117.2	3,560	84.3	4,560	65.79	5,560	53.96	6,560	45.73	7,560	39.68	8,560	35.05	9,560	31.38
570	526	1,570	191.1	2,570	116.7	3,570	84.0	4,570	65.65	5,570	53.86	6,570	45.66	7,570	39.63	8,570	35.01	9,570	31.35
580	517	1,580	189.9	2,580	116.3	3,580	83.8	4,580	65.50	5,580	53.76	6,580	45.59	7,580	39.58	8,580	34.97	9,580	31.32
590	509	1,590	188.7	2,590	115.8	3,590	83.6	4,590	65.36	5,590	53.67	6,590	45.52	7,590	39.53	8,590	34.92	9,590	31.28
600	500	1,600	187.5	2,600	115.4	3,600	83.3	4.600	65.22	5,600	53.57	6,600	45.45	7,600	39.47	8,600	34.88	9,600	31.25
610	492	1,610	186.3	2,610	114.9	3,610	83.1	4,610	65.08	5,610	53.48	6,610	45.39	7,610	39.42	8,610	34.84	9,610	31.22
620	484	1,620	185.2	2,620	114.5	3,620	82.9	4,620	64.94	5,620	53.38	6,620	45.32	7,620	39.37	8,620	34.80	9,620	31.19
630	476	1,630	184.0	2,630	114.1	3,630	82.6	4,630	64.79	5,630	53.29	6,630	45.25	7,630	39.32	8,630	34.76	9,630	31.15
640	469	1,640	182.9	2,640	113.6	3,640	82.4	4,640	64.66	5,640	53.19	6,640	45.18	7,640	39.27	8,640	34.72	9,640	31.12
650	462	1,650	181.8	2,650	113.2	3,650	82.2	4,650	64.52	5,650	53.10	6.650	45.11	7,650	39.22	8,650	34.68	9,650	31.09
660	455	1,660	180.7	2,660	112.8	3,660	82.0	4,660	64.38	5,660	53.00	6,660	45.05	7,660	39.16	8,660	34.64	9,660	31.06
670	448	1,670	179.6	2,670	112.4	3,670	81.7	4,670	64.24	5,670	52.91	6,670	44.98	7,670	39.11	8,670	34.60	9,670	31.02
680	441	1,680	178.6	2,680	111.9	3,680	81.5	4,680	64.10	5,680	52.82	6,680	44.91	7,680	39.06	8,680	34.56	9,680	30.99
690	435	1,690	177.5	2,690	111.5	3,690	81.3	4,690	63.97	5,690	52.72	6,690	44.84	7,690	39.01	8,690	34.52	9,690	30.96
700	429	1,700	176.5	2,700	111.1	3,700	81.1	4,700	63.83	5,700	52.63	6,700	44.78	7,700	38.96	8,700	34.48	9,700	30.93
710	423	1,710	175.4	2,710	110.7	3,710	80.9	4,710	63.69	5,710	52.54	6,710	44.71	7,710	38.91	8,710	34.44	9,710	30.90
720	417	1,720	174.4	2,720	110.3	3,720	80.6	4,720	63.56	5,720	52.45	6,720	44.64	7,720	38.86	8,720	34.40	9,720	30.86
730	411	1,730	173.4	2,730	109.9	3,730	80.4	4,730	63.42	5,730	52.36	6,730	44.58	7,730	38.81	8,730	34.36	9,730	30.83
740	405	1,740	172.4	2,740	109.5	3,740	80.2	4,740	63.29	5,740	52.26	6,740	44.51	7,740	38.76	8,740	34.32	9,740	30.80
750	400	1,750	171.4	2,750	109.1	3,750	80.0	4,750	63.16	5,750	52.17	6,750	44.44	7,750	38.71	8,750	34.29	9,750	30.77
760	395	1.760	170.5	2,760	108.7	3,760	79.8	4,760	63.03	5,760	52.08	6,760	44.38	7,760	38.66	8,760	34.25	9,760	30.74
770	390	1,770	169.5	2,770	108.3	3,770	79.6	4,770	62.89	5,770	51.99	6,770	44.31	7,770	38.61	8,770	34.21	9,770	30.71
780	385	1,780	168.5	2,780	107.9	3,780	79.4	4,780	62.76	5,780	51.90	6,780	44.25	7,780	38.56	8,780	34.17	9,780	30.67
790	380	1,790	167.6	2.790	107.5	3,790	79.2	4,790	62.63	5,790	51.81	6,790	44.18	7,790	38.51	8,790	34.13	9,790	30.64
800	375	1,800	166.7	2,800	107.1	3,800	78.9	4,800	62.50	5,800	51.72	6,800	44.12	7,800	38.46	8.800	34.09	9,800	30.61
810	370	1,810	165.7	2,810	106.7	3,810	78.7	4,810	62.37	5,810	51.64	6,810	44.05	7,810	38.41	8,810	34.05	9,810	30.58
820	366	1,820	164.8	2,820	106.4	3,820	78.5	4,820	62.24	5,820	51.55	6,820	43.99	7,820	38.36	8,820	34.01	9,820	30.55
830	361	1,830	163.9	2,830	106.0	3,830	78.3	4,830	62.11	5,830	51.46	6,830	43.92	7,830	38.31	8,830	33.98	9,830	30.52
840	357	1,840	163.0	2,840	105.6	3,840	78.1	4,840	61.98	5,840	51.37	6,840	43.86	7,840	38.27	8,840	33.94	9,840	30.49
850	353	1,850	162.2	2,850	105.3	3,850	77.9	4,850	61.86	5,850	51.28	6,850	43.80	7,850	38.22	8,850	33.90	9,850	30.46
860	349	1,860	161.3	2,860	104.9	3,860	77.7	4,860	61.73	5,860	51.19	6,860	43.73	7,860	38.17	8,860	33.86	9,860	30.43
870	345	1,870	160.4	2,870	104.5	3,870	77.5	4,870	61.60	5,870	51.11	6,870	43.67	7,870	38.12	8,870	33.82	9.870	30.40
880	341	1,880	159.6	2,880	104.2	3,880	77.3	4,880	61.48	5,880	51.02	6,880	43.60	7,880	38.07	8,880	33.78	9,880	30.36
890	337	1,890	158.7	1,890	103.8	3,890	77.1	4,890	61.35	5,890	50.93	6,890	43.54	7,890	38.02	8,890	33.75	9,890	30.33
900	333	1,900	157.9	2,900	103.4	3,900	76.9	4,900	61.22	5,900	50.85	6,900	43.48	7,900	37.97	8,900	33.71	9,900	30.30
910	330	1,910	157.1	2,910	103.1	3,910	76.7	4,910	61.10	5,910	50.76	6,910	43.42	7,910	37.93	8,910	33.67	9,910	30.27
920	326	1,920	156.3	2,920	102.7	3,920	76.5	4,920	60.98	5,920	50.68	6,920	43.35	7,920	37.88	8,920	33.63	9,920	30.24
930	323	1,930	155.4	2,930	102.4	3,930	76.3	4,930	60.85	5,930	50.59	6,930	43.29	7,930	37.83	8,930	33.59	9,930	30.21
940	319	1,940	154.6	2,940	102.0	3,940	76.1	4,940	60.73	5,940	50.51	6,940	43.23	7,940	37.78	8,940	33.56	9,940	30.18
950	316	1,950	153.8	2,950	101.7	3,950	75.9	4,950	60.61	5,950	50.42	6,950	43.17	7,950	37.74	8.950	33.52	9,950	30.15
960	313	1,960	153.1	2,960	101.4	3,960	75.8	4,960	60.48	5,960	50.34	6,960	43.10	7,960	37.69	8,960	33.48	9,960	30.12
970	309	1,970	152.3	2,970	101.0	3,970	75.6	4,970	60.36	5,970	50.25	6,970	43.04	7,970	37.64	8,970	33.44	9,970	30.09
980	306	1,980	151.5	2,980	100.7	3,980	75.4	4,980	60.24	5,980	50.17	6,980	42.98	7,980	37.59	8,980	33.41	9,980	30.06
990	303	1,990	150.8	2,990	100.3	3,990	75.2	4,990	60.12	5,990	50.08	6,990	42.92	7,990	37.55	8,990	33.37	9,990	30.03
																		10,000	30.00

This table gives approximate values in meters corresponding to any number of kilocycles and vice versa. The table is based on the factor 300,000. To obtain kilocycles divide 300,000 by the number of meters, or to obtain meters divide 300,000 by the number of kilocycles. This table gives values for every 10 kilocycles or meters between the limits of 10 and 10,000. The table is entirely reversible, that is, for example, 80 kilocycles equals 3,750 meters and also 3,750 meters equals 80 kilocycles. The range of the table is easily extended by shifting the decimal point; the shift is in opposite directions for each pair of values. For example, one can not find 567 in the first column, but its equivalent is obtained by finding later in the table that 5.670 kilocycles or meters equals 52.91 meters of kilocycles, from which 567 kilocycles or meters equals 529.1 meters or kilocycles. A similar method can be employed in determining higher and lower frequencies above 10 kilocycles and below 10,000 kilocycles.

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The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

TITLE I—GENERAL PROVISIONS

PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.[1]

APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of $10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) (1) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants,[2] a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed $4,000. The general counsel and the chief engineer and the chief accountant[2] shall each receive an annual salary of not to exceed $9,000; the secretary shall receive an annual salary of not to exceed $7,500; the director of each division shall receive an annual salary of not to exceed $7,500; and no assistant shall receive an annual salary in excess of $7,500. The Commission shall have authority, subject to the

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[1] *The provision relating to safety of life and property were added by "An Act to amend the Communications Act of* 1934, *approved June* 19, 1934, *for the purpose of promoting safety of life and property at sea through the use of wire and radio communications, to make more effective the International Convention for the Safety of Life at Sea,* 1929, *and for other purposes." Public—No.* 97*—75th Congress,* 1st *Session, approved May* 20, 1937.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,[2] inspectors, attorneys, examiners, and other employees as are necessary in the execution of its functions.

(f) (2) The Commission shall fix a reasonable rate of extra compensation for overtime services of inspectors in charge and radio inspectors of the Field Division of the Engineering Department of the Federal Communications Commission, who may be required to remain on duty between the hours of 5 o'clock postmeridian and 8 o'clock antemeridian or on Sundays or holidays to perform services in connection with the inspection of ship radio equipment and apparatus for the purpose of part II of title III of this Act, on the basis of one-half day's additional pay for each two hours or fraction thereof of at least one hour that the overtime extends beyond 5 o'clock postmeridian (but not to exceed two and one-half days' pay for the full period from 5 o'clock postmeridian to 8 o'clock antemeridian) and two additional days' pay for Sunday or holiday duty. The said extra compensation for overtime services shall be paid by the master, owner, or agent of such vessel to the local United States collector of customs or his representative, who shall deposit such collection into the Treasury of the United States to an appropriately designated receipt account: *Provided*, That the amounts of such collections received by the said collector of customs or his representatives shall be covered into the Treasury as miscellaneous receipts; and the payments of such extra compensation to the several employees entitled thereto shall be made from the annual appropriations for salaries and expenses of the Commission: *Provided further*, That to the extent that the annual appropriations which are hereby authorized to be made from the general fund of the Treasury are insufficient there are here authorized to be appropriated from the general fund of the Treasury such additional amounts as may be necessary to the extent that the amounts of such receipts are in excess of the amounts appropriated: *Provided further*, That such extra compensation shall be paid if such field employees have been ordered to report for duty and have so reported whether the actual inspection of the radio equipment or apparatus takes place or not: *And provided further*, That in those ports where customary working hours are other than those hereinabove mentioned, the inspectors in charge are vested with authority to regulate the hours of such employees so as to agree with prevailing working hours in said ports where inspections are to be made, but nothing contained in this proviso shall be construed in any manner to alter the length of a working day for the inspectors in charge and radio inspectors or the overtime pay herein fixed. [2a]

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest: *Provided further*, That each year, at the beginning of the session of the Congress, the Commission shall report to the Congress whether or not any new wire or radio communication legislation is required better to insure safety of life and property. If any such new legislation is considered necessary the Commission shall make specific recommendations thereof to the Congress.[3]

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

(o) [4]For the purpose of obtaining maximum effectiveness from the use of radio and wire communications in connection with safety of life and property, the Commission shall investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems.

DIVISIONS OF THE COMMISSION

SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

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TITLE III—PROVISIONS RELATING TO RADIO
PART I—GENERAL PROVISIONS

LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

SECTION 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be considered to create any

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[2] *The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of 1934." Public, No. 423 74th Congress, approved, Jan. 22, 1936.*

[2a] *Subsection (f) (2) of Section 4 approved Mar. 23, 1941.*

[3] *The second proviso was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[4] *Subsection (o) of section 4 was added by "An Act to amend the Communications Act of 1934", Public—No. 97—75th Congress, approved May 20, 1937.*

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(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

ZONES[5]

GENERAL POWERS OF COMMISSION

SEC. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;

(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) (1) Have authority to suspend the license of any operator upon proof sufficient to satisfy the Commission that the licensee—

(A) has violated any provision of any Act, treaty, or convention binding on the United States, which the Commission is authorized to administer, or any regulation made by the Commission under any such Act, treaty, or convention; or

(B) has failed to carry out a lawful order of the master or person lawfully in charge of the ship or aircraft on which he is employed; or

(C) has willfully damaged or permitted radio apparatus or installations to be damaged; or

(D) has transmitted superfluous radio communications or signals or communications containing profane or obscene words, language, or meaning, or has knowingly transmitted—

(1) false or deceptive signals or communications, or

(2) a call signal or letter which has not been assigned by proper authority to the station he is operating; or

(E) has willfully or maliciously interfered with any other radio communications or signals; or

(F) has obtained or attempted to obtain, or has assisted another to obtain or attempt to obtain, an operator's license by fraudulent means.

(2) No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.[6]

(n) Have authority to inspect all radio installations associated with stations required to be licensed by any Act or which are subject to the provisions of any Act, treaty, or convention binding on the United States, to ascertain whether in construction, installation, and operation they conform to the requirements of the rules and regulations of the Commission, the provisions of any Act, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which they are constructed, installed, or operated.[6]

Sec. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

(o) [4] Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.[6]

WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.[7]

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

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[5] *Sec. 302 was repealed by "AN ACT relating to the allocation of radio facilities." Public—No. 652—74th Congress, approved, June 5, 1936. The text of Sec. 302 was as follows:*

[6] *Subsections (m) and (n) of section 303 were amended and subsection (r) of section 303 was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[7] *Subsection (b) of section 307 was amended by Public—No. 652—74th Congress, approved June 5, 1936.*

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however,* That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further,* That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

(1) Any alien or the representative of any alien;
(2) Any foreign government or the representative thereof;
(3) Any corporation organized under the laws of any foreign government;
(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;
(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

REVOCATION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

APPLICATION OF ANTITRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State,

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than $1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission: *Provided, however*, That the Commission if it shall find that the public interest, convenience, or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: *Provided further*, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices.[5]

CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321[6]. (a) The transmitting set in a radio station on shipboard may be adjusted in such a manner as to produce a maximum of radiation, irrespective of the amount of interference which may thus be caused, when such station is sending radio communications or signals of distress and radio communications relating thereto.[6]

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322.[6] Every land station open to general public service between the coast and vessels or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any ship or aircraft station at sea; and each station on shipboard or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any other station on shipboard or aircraft at sea or with any land station open to general public service between the coast and vessels or aircraft at sea: *Provided*, That such exchange of radio communication shall be without distinction as to radio systems or instruments adopted by each station.[7]

INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case

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[5] *The provisos in section 318 were added by "An Act to amend section 318 of the Communications Act of 1934." Public—No. 26—75th Congress, 1st Session, approved March 29, 1937.*

[6] *Sections 321, 322 and 329 were amended by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

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of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

CENSORSHIP; INDECENT LANGUAGE

SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

SEC. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Phillipine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

SEC. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Phillipine Islands and the Canal Zone shall be represented by the Secretary of State.

ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

SEC. 329.[9] The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States to render therein such service in connection with the administration of this Act as the Commission may prescribe and also to designate any officer or employee of any other department of the Government to render such services at any place within the United States in connection with the administration of title III of this Act as may be necessary: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.[7]

TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

SECTION 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

SEC. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, or suspending a radio operator's license[10]), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(3) By any radio operator whose license has been suspended by the Commission.[10]

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application or order[11] involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and

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[10] *The provisions in sections 402 (a) and (b) (3) relating to suspension of a radio operator's license were added by Public—No. 97—75th Congress, 1st Session,* approved *May* 20, 1937.

[11] *The words "or order" were added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

INQUIRY BY COMMISSION ON ITS OWN MOTION

SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however,* That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

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GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition be in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpena of the Commission, whether such subpena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than $100 nor more than $5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

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TITLE V—PENAL PROVISIONS—FORFEITURES

GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than $10,000 or by imprisonment for a term of not more than two years, or both.

VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties

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provided by law, be punished, upon conviction thereof, by a fine of not more than $500 for each and every day during which such offense occurs.

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VENUE OF OFFENSES

SEC. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

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TITLE VI—MISCELLANEOUS PROVISIONS

UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

SEC. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided*, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.
Congress for Industrial Organization	CIO	1106 Connecticut Ave. Washington, D. C. District 3582	Philip Murray, Pres.
American Communications Association	CIO	10 Bridge St. New York City Bowling Green 9-3007	Joseph Selly, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	E. J. Brown, Pres.
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2546	James C. Petrillo, Pres.
International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F. Walsh, Pres.
Association of Technical Employes of NBC	....	201 N. Wells St. Chicago Randolph 8884	E. C. Horstman, Pres.
Associated Broadcast Technicians	IBEW (AFL)	1200 15th St., N.W. Washington, D. C. District 3766	Russell Rennaker, Bus. Mgr.
American Advertising Guild	CIO	31 E. 27th St. New York City Murray Hill 5-5532	Howard Willard, Pres. Anne Hanley, Secy.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930	Henry F. Carlton, Pres.
American Newspaper Guild	CIO	14 Pearl St. New York City Whitehall 3-1272	Milton Murray, Pres.
Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Frank Gillmore, Pres.

Organizations affiliated with Associated Actors & Artistes of America

Name of Organization	Affiliation	Address Telephone No.	Executive
Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.-Treas.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy.
American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-5644	Lawrence Tibbett, Pres. Mrs. Blanche Witherspoon, Ex. Secy.
American Guild of Variety Artists	AFL	1650 Broadway New York City Circle 6-7130	Morton Downey, Pres. Gerald Griffin, Ex. Secy.
Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Crestview 1-2166	Edwin Arnold, Pres. Kenneth Thomson, Ex. Secy.
		545 Fifth Ave. New York City Murray Hill 2-0184	Mrs. Florence Marston, Eastern Representative

1941 Sponsors of International Shortwave Programs

(As reported by stations handling commercial programs)

WLWO, Cincinnati
Crosley Radio Corp.

Carter Products Inc., New York (Carter's Little Liver Pills)—Transcribed announcements. Agency: National Export Adv. Service, New York.

J. B. Williams Co., Glastonbury, Conn. (Williams Shaving Cream, Aqua-Velva) — *El Noticiero de Buena Vecindad*, Monday through Friday, 8:15-8:30 p.m. (EST). Agency: J. Walter Thompson Co., New York.

Miles Labs., Elkhart, Ind. (Alka-Seltzer) — Transcribed announcements. Agency: Export Adv. Agency, New York.

Gospel Broadcasting Assn., Los Angeles (religious)—*Old Fashioned Revival Hour*, Sunday, 5-6 p.m. (EST) (English). Agency: R. H. Alber Co., Los Angeles.

Max Factor Products, Hollywood (Max Factor cosmetics)—Spot announcements. Agency: Ted H. Factor Agency, Hollywood.

Bristol Myers Co., New York (Ipana and Sal Hepatica)—*El Noticiero Mundial*, Sunday through Saturday, 7:15-7:30 p.m. (EST). Rebroadcast by these stations of the Cadena Radio Inter-Americana; HRN Tegucigalpa, Honduras; TGW, Guatemala City, Guatemala; YSR, San Salvador, El Salvador. Agency: Boclaro Adv. Agency, New York.

Moore-McCormack Lines Inc., New York—*Sobre las Olas*, Wednesday, 8:45-9 (EST). Placed direct.

Netherland Plaza Hotel, Cincinnati—Dance remotes. Placed direct.

Bayer Co. (Export Department), New York (Cafiaspirina)—*Bajo el Cielo de Mexico*. Thursday, 9:00 p.m. (EST). Placed direct.

Readers Digest Assn., Pleasantville, N. Y. (Selecciones)—Transcribed announcements. Placed direct.

American Safety Razor Co., New York (Gem razors and blades)—*Microfonicas Deportivas Gem*, Tuesday and Thursday, 6:30 p.m. (EST). Agency: Dorland International, New York.

Electric Auto-Lite, New York (auto accessories)—Time announcements. Agency: National Export Adv. Service, New York.

Abraham & Co., New York—Stock market reports, Monday through Saturday, 4 p.m. (EST). Placed direct.

Quaker Oats Co., Chicago (Quaker Oats)—*Charlas Amenas*, Monday, Wednesday, Friday, 9:30 p.m. (EST). Placed direct.

Firestone Tire & Rubber Corp., Akron (tires and tubes)—*Voz de Firestone*, Monday, 8:30-9 p.m. (EST). Placed direct.

International Cellucotton Products, Chicago (Kleenex)—*Charlas Amenas*, Sunday, Tuesday, Thursday, 9:30 p.m. (EST). Placed direct.

WRCA-WNBI, Bound Brook, N. J.
National Broadcasting Co.

Adam Hat Stores, New York—Occasional Spanish descriptions of prize fights. Agency: Glicksman Adv. Agency, New York.

S. C. Johnson & Sons, Racine, Wisc. (floor wax)—*Stars of Hollywood*, July 12, 1940 to July 4, 1941, Fridays, 7:15-7:30 p.m. (Portuguese); Fridays, 9:30-9:45 p.m. (Spanish). Agency: Erwin Wasey & Co., New York.

RCA Mfg. Co., Camden, N. J. (washing machines) — *Apex Program* (Spanish), Tuesdays, 9:30 p.m. until Aug. 5, 1941. Also *Modern Woman* (Spanish), Thursday, 9:45 p.m. Still running. Agency: Lord & Thomas, New York.

RCA Victor Co., Camden, N. J. (records)—Music and talks, Sundays, 4-4:30 p.m. (Spanish); 5:15-6 p.m. (Portuguese); 8:15-8:30 p.m. (Spanish); 8:45-9 p.m. (Spanish). Mondays, 4-4:15 (Spanish); 4:15-4:30 p.m. (Spanish); 8:15-9 p.m. (Spanish); 11-12 a.m. (Spanish). Tuesdays, 4:00-4:30 p.m. (Sanish); 5:30-6 p.m. (Portuguese); 7:15-8 p.m., J. R. Capablanca, Chess Talks (Spanish); 9:15-9:30 p.m. (Spanish). Wednesdays, 6:15-6:30 p.m. (Portuguese); 8:15-9 p.m. (Spanish); 11-12 a.m. (Spanish). Thursdays, 4-4:30 p.m. (Spanish); 5:30-5:45 p.m. (Portuguese); 7:15-7:30 p.m. (Spanish); 7:45-8 p.m., J. R. Capablanca Chess Talks (Spanish); 10:45-11 p.m. (English); 11-12 a.m. (Spanish). Fridays, 4-4:30 p.m. (Spanish); 6:15-6:30 p.m. (Portuguese); 8:15-9 p.m. (Spanish); 9:45-10 p.m. (Spanish); 11-12 a.m. (Spanish). Saturdays, 6:15-6:45 p.m. (Portuguese); 9:15-9:30 p.m. (Spanish); 11-12 a.m. (Spanish). Agency: Lord & Thomas, New York.

Texas Co., New York (oil and services)—16 performances of Metropolitan Opera with Spanish commentary Dec. 7. 1940-March 22, 1941. Saturdays 2-5:30 p.m. Also 16 performances Nov. 29. 1941-March 14, 1942. Agency: Buchanan & Co., New York.

United Fruit Co., New York (services)—*El Mundo al Dia* (Spanish), Mondays through Sundays, 9-9:15 p.m. Renewed Dec. 1, 1940-June 28, 1941. Agency: Wendell P. Colton, New York.

Studebaker Export Corp., South Bend (autos)—*News in Spanish*, Mondays, Fridays, 7:00-7:15 p.m., Nov. 3. 1941-Jan. 30, 1942. Agency: Roche, Williams & Cunnyngham, Chicago.

Sherwin-Williams Co., Cleveland (paints, varnishes, insecticides)—*Metropolitan Opera Auditions of the Air* (Spanish), Sundays, 9:15-9:45 p.m., Oct. 26, 1941-March 22, 1942. Agency: Warwick & Legler, New York.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes, Prince Albert tobacco) — *Sports Roundup* (English), Saturdays, 8:15-8:30 p.m., Sept. 27, 1941-Dec. 6, 1941. Also *Cugat Rumba Revue* (Spanish), Thursdays, 9:15-9:45 p.m. From Jan. 16, 1941. 3 renewals to Jan. 8, 1942. Agency: William Esty & Co., New York.

Parker Pen Co., Janesville, Wis. (pens, pencils, ink)—*Rhythm & Dance* (Spanish), Mondays, 7:15-7:45 p.m., Aug. 8, 1941-Feb. 2, 1942; also Fridays 6:30-7 p.m. (Portuguese), Aug. 15, 1941-Feb. 16, 1942. Agency: Blackett-Sample-Hummert, Chicago.

American Home Products Co., Jersey City (Anacin, Kolynos)—*America the Free* (Spanish), Wednesdays, 7:15-7:45 p.m., Aug. 6, 1941-April 29, 1942. Agency: John F. Murray Adv. Agency, New York.

Kolynos Co., Jersey City (Kolynos) —*Songs by Jean Sablon* (Spanish), 8:15-8:30 p.m., Wednesdays and Saturdays, May 7, 1941-Aug. 2, 1941. Also in Portuguese Mondays and Fridays, 6:45-7 p.m., May 8-Aug. 5, 1941. Agency: John F. Murray Adv. Agency, New York.

RKO Radio Pictures, New York—*Figures of the Screen* (Spanish, 9:15-9:30 p.m., May 8-July 31, 1941. Also *Theatre of the Airways* (Spanish), Tuesdays, 9:15-9:45 p.m., May 6-July 29, 1941. Placed direct.

Standard Oil Co. of New Jersey (oil & services)—*Raymond Gram Swing*, Tuesday, Wednesday, Thursday, Saturday (Spanish), 7-7:15 p.m., March 11, 1941-March 3, 1942. Also (Portuguese), 5:45-6 p.m., March 11-Sept. 6, 1941. Agency: McCann-Erickson, New York.

Esterbrook Steel Pen Mfg. Co. (fountain pens & pencils)—*The Heart of the Opera* (Spanish), Saturdays, 5:30-5:45 p.m., Dec. 7, 1940-March 1, 1941. Renewed to March 22, 1941. Agency: Nat'l Export Adv. Service, New York.

American Export Airlines, New York —*American Aviation* (in Spanish), Sundays, 8:30-8:45 p.m.; (in Portuguese) Tuesdays, 6:30-6:45 p.m.; (in English) Thursdays, 11:30-11:45 p.m., Nov. 11, 1940-Dec. 28, 1941. Agency: N. W. Ayer & Son, New York.

International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1942

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
WCBX	Columbia Broadcasting System, Inc. Near Wayne, New Jersey C.P.—Brentwood, L. I., N. Y.	6.12, 6.17, 9.65, 11.83, 15.27, 17.83 21.57 CP-6.06, 21.52	10,000 CP-50,000
†WCRC	Columbia Broadcasting System, Inc. Brentwood, L. I., N. Y.	6.06, 6.12 6.17, 11.83 15.27, 17.83 21.52, 21.57 9.65	50,000
WLWO	The Crosley Corporation Mason, Ohio	6.08, 9.59, 11.71, 15.25 17.8, 21.65	75,000
KGEI	General Electric Company Near Belmont, Cal.	6.19, 9.53, 15.33 SA-9.67	50,000
WGEA	General Electric Company South Schenectady, N. Y.	6.19, 9.55 15.33, 21.5 21.59	50,000
KWID	The Associated Broadcasters, Inc. San Francisco, Cal.	6.06, 9.57, 11.87, 15.35 17.76, 21.61	100,000
WGEO	General Electric Company South Schenectady, N. Y.	6.19, 9.53, 15.33	100,000
WNBI	National Broadcasting Co., Inc. Bound Brook, N. J.	6.1, 11.89, 15.15, 21.63	50,000
WRCA	National Broadcasting Co., Inc. Bound Brook, N. J.	9.67, 17.78	50,000 SA-100,000 (on 9.67)
WCAB	WCAU Broadcasting Co. Newtown Square, Pa.	6.06, 9.65, 11.83, 15.27 21.52, 25.725	10,000
WBOS	Westinghouse Radio Stations, Inc. Hull, Mass.	6.14, 9.57, 11.87, 15.21 17.78, 21.54	50,000
WRUL	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13 15.35, 17.75 21.46	50,000
†WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13 15.35, 17.75	50,000 to 100,000
WRUW	World Wide Broadcasting Corp. Scituate, Mass.	11.73, 15.13 25.6, 11.79, 15.35, 17.75	20,000 CP-50,000

CANADA

Call Letters	Licensee and Location	Frequency in Kc.	Power in Watts
CBFW	Canadian Broadcasting Corp., Montreal *Transmitter:* Vercheres, Que.		
CBFX	Canadian Broadcasting Corp., Montreal *Transmitter:* Vercheres, Que.	9630	7500
CBFY	Canadian Broadcasting Corp., Montreal *Transmitter:* Vercheres, Que.	11705	7500
CBFZ	Canadian Broadcasting Corp., Montreal *Transmitter:* Vercheres, Que.	15190	7500
CFCX	Canadian Marconi Co., Montreal *Transmitter:* Montreal, Que.	6005	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto *Transmitter:* Township of King, Ont.	6070	1000
CFVP	Voice of the Prairies Ltd., Calgary, Alta. *Transmitter:* Strathmore, Alta.	6030	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. *Transmitter:* Bedford, N. S.	6130	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S. *Transmitter:* South Bar Road near Sydney, N. S.	6010	1000
CJRO	Transcanada Communications Ltd., Winnipeg, Man. *Transmitter:* Middlechurch, Man.	6150	2000
CJRX	Transcanada Communications Ltd., Winnipeg, Man. *Transmitter:* Middlechurch, Man.	11720	2000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C. *Transmitter:* Lulu Island, B. C.	6080	10

---

†-Construction permit.
SA-Special Authorization.

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RCA Photophone Ltd., Electra House, Victoria Embankment, London, WC-2, England.
RCA Victor Argentina, Bme. Mitre 1961, Buenos Aires, Argentina; R. V. Beshgetoor, managing director.
RCA Photophone of Australia Pty. Ltd., P & C Bldg., 221 Elizabeth St., Sydney, Australia; K. F. Fidden, managing director.
RCA Victor Brasileira, Inc., Caixa Postal 2726, Rio de Janeiro, Brazil.
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RAYMOND M. WILMOTTE

Consulting Radio Engineer

BOWEN BUILDING, WASHINGTON, D. C.

DESIGNER OF FIRST DIRECTIONAL ANTENNA CONTROLLING INTERFERENCE

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(For field offices and staffs, see page 393)

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Eugene O. Sykes, Mississippi
March 15, 1927

Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)

Colonel John F. Dillon, California.
March 15, 1927—October 8, 1927 (Deceased)

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November 1, 1927—January 31, 1929

Harold A. Lafount, Utah.
November 14, 1927—July 10, 1934

Ira E. Robinson, West Virginia.
March 29, 1928—January 15, 1932

General C. McK. Saltzman, Iowa
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May 2, 1929—May 23, 1934

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January 21, 1932 (Deceased)

James H. Hanley, Nebraska.
April 1, 1933—July 10, 1934

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Irvin Stewart, Texas
July 11, 1934—June 30, 1937

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October 1, 1937—August 31, 1939

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July 11, 1934—April 5, 1939

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July 11, 1934—June 30, 1940 (Deceased)

Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941

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RAYMOND M. WILMOTTE
Consulting Radio Engineer
BOWEN BUILDING, WASHINGTON, D. C.
DESIGNER OF FIRST DIRECTIONAL ANTENNA CONTROLLING INTERFERENCE

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21	Honolulu, T. H.	Aloha Tower	John H. Homsy
22	San Juan, Puerto Rico	Box 2987	William R. Foley
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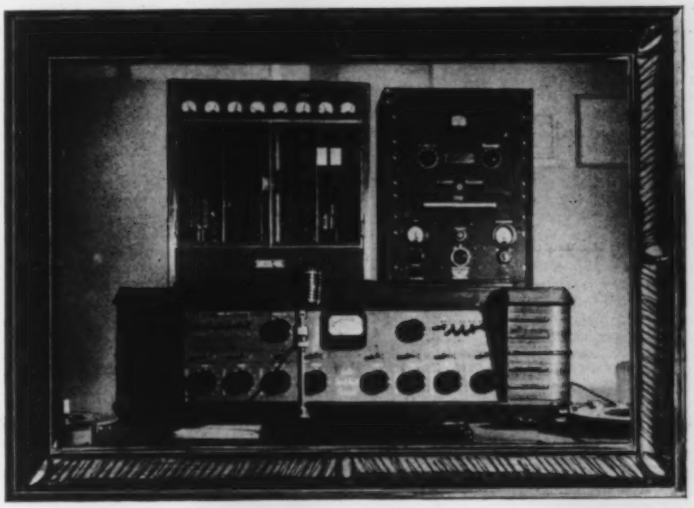

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Texts of Orders Covering Newspaper Ownership Inquiry

Following are the full texts of Orders (No. 79 and 79-A) adopted March 20 and July 1, 1941, respectively, relating to the FCC inquiry into newspaper ownership of broadcast stations, both standard and FM:

ORDER NO. 79

WHEREAS, under the provisions of the Communications Act of 1934, as amended, the Federal Communications Commission is empowered and directed to grant licenses for radiobroadcast stations only after a determination that "public interest, convenience, or necessity" would be served thereby; and

WHEREAS, the question whether the granting of a license is in the "public interest, convenience, or necessity" where it results in common control of one or more radio stations and one or more newspapers has been presented to the Commission from time to time and has been the subject of debate before the Commission and elsewhere; and

WHEREAS, there are now pending before the Commission a large number of applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission desires at this time to obtain full and complete information for the guidance of the Commission in passing upon applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission deems it advisable at this time, when the public service of frequency modulation is in its early stages, to consider the adoption of a policy with respect to joint control of radio stations and newspapers, such policy to be applied by the Commission in passing upon high frequency broadcast applications (FM) coming before it and to guide and inform future applicants; and

WHEREAS, the Commission deems it advisable at the same time that it undertake consideration of the question of joint control of newspapers and radio with respect to applications for high frequency broadcast stations (FM) to consider the adoption of a policy to be applied by it in passing upon applications for the future acquisition of standard broadcast stations by newspapers;

NOW, THEREFORE, IT IS HEREBY ORDERED That the Federal Communications Commission undertake an immediate investigation to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers.

IT IS FURTHER ORDERED That in those few cases in which the Commission has heretofore granted applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof; Provided, however, that, upon a showing that the public interest, convenience or necessity will be served thereby, construction at an earlier date may be authorized.

ORDER NO. 79-A

WHEREAS, the Commission by Order No. 79 (March 20, 1941) directed that an investigation be undertaken "to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers";

NOW, THEREFORE, IT IS ORDERED, That pursuant to the aforesaid order, testimony and other evidence be taken with reference to the following matters, in addition to such other matters as the Commission may from time to time direct:

1. To what extent broadcast stations are at present associated with persons also associated with publication of one or more newspapers, the classification (in terms of power, location, network affiliation, etc.) of broadcast stations so associated, the circumstances surrounding such association, and the tendency toward such association in the future.
2. Whether joint association of newspapers and broadcast stations tends or may tend to prejudice the free and fair presentation of public issues and information over the air, or to cause editorial bias or distortion, or to inject editorial policy or attitude into the public service rendered by broadcast stations as a medium of public communication.
3. Whether joint association of newspapers and broadcast stations tends or may tend to restrict or distort the broadcasting of news, or to limit the sources of news to the public, or to affect adversely the relation between news-gathering services and broadcast stations.
4. Whether the joint association of newspapers and broadcast stations has or may have any effect upon freedom of access to the radio forum, for the discussion of public issues.
5. Whether the joint association of newspapers and broadcast stations tends or may tend to lessen or increase competition among broadcast stations or to result in the monopolization of local broadcast facilities.
6. Whether the joint association of newspapers and broadcast stations tends or may tend to increase or decrease concentration of control over broadcast facilities or the use thereof.
7. Whether the joint association of newspapers and broadcast stations constitutes or may constitute an undue concentration of control over the principal media for public communication.
8. Whether joint association of newspapers and broadcast stations tends or may tend to result in the utilization of improved facilities and skilled, experienced personnel for the procuring and dissemination of information and opinion by broadcast stations.
9. Whether joint association of newspapers and broadcast stations tends or may tend to insure greater economic stability for broadcast stations and to encourage the maximum technological development of radio.
10. What considerations influence newspaper interests to acquire broadcast stations.

FCC Order on Dual Ownership

Following is the full text of the order (No. 84) adopted by the FCC Aug. 5, 1941, banning multiple ownership of broadcast stations, where duplicating service is involved, which was the subject of oral arguments on Oct. 6, 1941, and, as of Jan. 15, 1942, was still awaiting final FCC

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

"Section 3.35—Multiple ownership. (a) No person (including all persons under common control 9a) shall, directly or indirectly, own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

(b) This rule is to take effect immediately. Provided, however, that with respect to persons (including all persons under common control 9a) who now directly or indirectly own, operate or control a standard broadcast station serving a substantial portion of the area served by another standard broadcast station owned, operated, or controlled by such persons, the effective date of this rule shall be six months from date; provided, further, that with respect to such persons the Commission may extend the effective date of this rule from time to time in order to permit the orderly disposition of properties.

WHEREAS, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That oral argument be held before the Commission en banc on Oct. 6, 1941, at 10 a.m., at which time all interested persons will be given an opportunity to appear and present argument as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order, and that briefs may be filed at any time up to two weeks prior to such argument.

9a The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised. See Rule 3.108 for the definition of 'control' in regulations pertaining to chain broadcasting."

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Postal Telegraph the business man's

Broadcast Stations Identified With Newspaper Ownership

Revised to January 1, 1942; Copyright 1942 by Broadcasting Publications, Inc.

THERE WERE 284 broadcasting stations in the United States, Hawaii and Alaska and 27 in Canada which had newspaper or publication interests identified with their ownership as of January 1, 1942. The detailed tabulation, showing stock interests and other pertinent data, is presented herewith.

ALABAMA

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star.*

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of *Birmingham News* and *Birmingham Age-Herald,* same ownership as *Huntsville* (Ala.) *Times.*

WAGF, Dothan — Licensed to Dothan Broadcasting Co.; Horace Hall, 25% owner, is publisher of *Dothan Eagle.*

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned by R. F. Hudson, publisher of *Montgomery Advertiser;* one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

ARIZONA

KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 59% of stock owned by Mrs. W. P. Stuart, wife of publisher of the *Prescott* (Ariz.) *Courier.*

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette.*

KOY, Phoenix — Licensed to Salt River Valley Broadcasting Corp., 70% owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, and *Arizona Farmer,* Phoenix; also owner of WLS, Chicago.

KYCA, Prescott—Licensed to Southwest Broadcasting Co.; 48.4% of stock owned by KTAR Broadcasting Co. (see KTAR, KVOA and KYUM).

KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 37 out of 300 shares of stock owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 50 shares each owned by Glenn Snyder and George Cook, WLS.

KVOA, Tucson — Licensed to Arizona Broadcasting Co.; same ownership as KTAR, Phoenix.

KYUM, Yuma—Licensed to Yuma Broadcasting Co., 45% owned by KTAR Broadcasting Co. [See KTAR and KVOA.]

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of *Arkansas Farmer,* Little Rock.

KCMC, Texarkana—Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

KGHI, Little Rock—Licensed to Arkansas Broadcasting Co.; 16.1% of stock owned by Gazette Publishing Co., *Little Rock Arkansas Democrat;* 63.98% by A. L. Chilton; 10% by R. E. Steuber, Little Rock.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHI.

KARK, Little Rock—Licensed to Arkansas Radio & Equipment Co., Inc. [see KELD, El Dorado.]

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KIEM, Eureka — Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 20% by Times Publishing Co., publisher of *Humboldt Times;* 50.8%, William B. Smullin.

KMJ, Fresno — Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KMYC, Marysville—Licensed to Marysville-Yuba City Broadcasters Inc.; 50% owned by Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat.*

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50½% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald;* 49½% by Salinas Newspapers, Inc., publishers of *Salinas Index-Journal* and *Post* (Speidel Newspapers; see also WGNY, Newburgh, N. Y., and KFBC, Cheyenne, Wyo.)

KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune.*

KFBK, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner* and *Call-Bulletin* (see WINS, New York).

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 100% of common stock).

KSRO, Santa Rosa—Licensed to Ernest L. Finley, publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican.*

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings County Associates: Charles A. Whitmore, publisher of *Visalia Times-Delta,* 37½% of stock; Homer A. Wood, publisher of *Porterville Recorder,* 25%: Percy M. Whiteside, publisher of *Tulare Advance-Record* and *Times,* 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal,* 12½%.

KHUB, Watsonville—Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers: *Watsonville Register-Pajaronian* and *Sun, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle, Redding Record* and *San Luis Obispo Telegram-Tribune,* all in California; *Bremerton* (Wash.) *Sun.*

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as *The Record Stockman,* Denver, weekly.

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American.*

DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

DISTRICT OF COLUMBIA

WMAL, Washington—Capital stock of M. A. Leese Radio Corp., owned by *Washington Star.*

FLORIDA

WJHP, Jacksonville — Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal.* (See WCOA, Pensacola.

WIOD, Miami—Licensed to Miami Daily News, Inc., stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News;* same ownership as *Dayton* (O.) *Daily News, Atlanta Journal, Springfield,* (O.) *News* and *Sun* (James M. Cox).

WKAT, Miami Beach — Licensed to A. Frank Katzentine, 33-1/3% owner of *The Society Pictorial,* a weekly resort newspaper.

WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; 49% owned by John H. Perry newspaper interests (see WCOA, Pensacola). Note: This station faces an FCC revocation order on charges of "hidden ownership".

WDLP, Panama City—Licensed to Panama Bcstg. Co.; controlled by Bay County Publishers Inc., publishers of *Panama City News-Herald* (Perry newspapers; see WCOA, Pensacola). Note: This station faces an FCC revocation order on charges of "hidden ownership".

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald.* Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTSP, St. Petersburg—Licensed to Nelson Poynter, publisher of *St. Petersburg Times.*

WTAL, Tallahassee—Licensed to Florida Capitol Broadcasters Inc.; 30 out of 60 shares of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot, Scenic Highlands Sun, Lake Placid News,* all Florida weeklies with headquarters in Avon Park, Fla.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.

WFLA, Tampa—Licensed to Tampa Tribune Co., publisher of *Tampa Tribune* (controlled by S. E. Thomason publisher also of *Chicago Times,* and John Stewart Bryan, publisher of *Richmond News-Leader*).

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times.*

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald.*

WGAU, Athens—Licensed to J. K. Patrick, Earl Braswell, Tate Wright and C. A. Rowland, a partnership. Mr. Braswell is publisher of the *Athens Banner-Herald.*

WGAC, Augusta—Licensed to Twin States Bcstg. Co.; Glenn R. Boswell, publisher, and Millwee Owens, editor, of the *Augusta Herald,* each holding 33 1/3% of stock; F. Frederick Kennedy, attorney, 33 1/3%. Note: Neither Mr. Boswell nor Mr. Owens have any ownership interest in the *Augusta Herald.*

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).

WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch;* John W. Greer, president, 69%.

WGGA, Gainesville — Licensed to Gainesville Broadcasters, partnership of Henry Estes and L. H. Christian, merchants, and Austin Dean, editor of *Gainesville Eagle,* weekly.

WLAG, La Grange — Licensed to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News.*

WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald.*

ILLINOIS

WAAF, Chicago — Licensed to Drovers Journal Publishing Co., publishers of *Chicago Daily Drovers Journal* and owners of *Omaha Journal-Stockman.*

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune.*

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer,* bi-weekly.

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette.*

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper; see WENY, Elmira, N. Y.)

WSOY, Decatur — Licensed to Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier.*

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail.*

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 78.6% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Register-Republic;* 19.6% owned by Lloyd C. Thomas.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus.*

WCBS, Springfield—Licensed to WCBS, Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal,* 1% by A. W. Shipton, general manager of *Illinois State Journal.*

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth.*

WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitner and family; Mr. Bitner is publisher of *Pittsburgh Sun-Telegraph,* Hearst newspaper, but station is personal investment.

WIRE, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington Herald-Press* and *Vincennes Sun-Commercial,* all Indiana dailies; Mr. Pulliam is also interested in *Alva* (Okla.) *Review Courier* and *El Reno* (Okla.) *Tribune.*

WSBT, South Bend—Licensed to the *South Bend Tribune.*

WAOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

KBUR, Burlington—Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette.*

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune;* also publishers of *Minneapolis Star-Journal* and *Look* Magazine.

KRNT, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KSO, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KDTH, Dubuque—Licensed to *Dubuque Telegraph-Herald.*

KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette* (Lee Syndicate).

Texts of Orders Covering Newspaper Ownership Inquiry

Following are the full texts of Orders (No. 79 and 79-A) adopted March 20 and July 1, 1941, respectively, relating to the FCC inquiry into newspaper ownership of broadcast stations, both standard and FM:

ORDER NO. 79

WHEREAS, under the provisions of the Communications Act of 1934, as amended, the Federal Communications Commission is empowered and directed to grant licenses for radiobroadcast stations only after a determination that "public interest, convenience, or necessity" would be served thereby; and

WHEREAS, the question whether the granting of a license is in the "public interest, convenience, or necessity" where it results in common control of one or more radio stations and one or more newspapers has been presented to the Commission from time to time and has been the subject of debate before the Commission and elsewhere; and

WHEREAS, there are now pending before the Commission a large number of applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission desires at this time to obtain full and complete information for the guidance of the Commission in passing upon applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission deems it advisable at this time, when the public service of frequency modulation is in its early stages, to consider the adoption of a policy with respect to joint control of radio stations and newspapers, such policy to be applied by the Commission in passing upon high frequency broadcast applications (FM) coming before it and to guide and inform future applicants; and

WHEREAS, the Commission deems it advisable at the same time that it undertake consideration of the question of joint control of newspapers and radio with respect to applications for high frequency broadcast stations (FM) to consider the adoption of a policy to be applied by it in passing upon applications for the future acquisition of standard broadcast stations by newspapers;

NOW, THEREFORE, IT IS HEREBY ORDERED That the Federal Communications Commission undertake an immediate investigation to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers.

IT IS FURTHER ORDERED That in those few cases in which the Commission has heretofore granted applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof; Provided, however, that, upon a showing that the public interest, convenience or necessity will be served thereby, construction at an earlier date may be authorized.

ORDER NO. 79-A

WHEREAS, the Commission by Order No. 79 (March 20, 1941) directed that an investigation be undertaken "to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers";

NOW, THEREFORE, IT IS ORDERED, That pursuant to the aforesaid order, testimony and other evidence be taken with reference to the following matters, in addition to such other matters as the Commission may from time to time direct:

1. To what extent broadcast stations are at present associated with persons also associated with publication of one or more newspapers, the classification (in terms of power, location, network affiliation, etc.) of broadcast stations so associated, the circumstances surrounding such association, and the tendency toward such association in the future.
2. Whether joint association of newspapers and broadcast stations tends or may tend to prejudice the free and fair presentation of public issues and information over the air, or to cause editorial bias or distortion, or to inject editorial policy or attitude into the public service rendered by broadcast stations as a medium of public communication.
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4. Whether the joint association of newspapers and broadcast stations has or may have any effect upon freedom of access to the radio forum, for the discussion of public issues.
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WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

"Section 3.35—Multiple ownership. (a) No person (including all persons under common control *9a*) shall, directly or indirectly, own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

(b) This rule is to take effect immediately. Provided, however, that with respect to persons (including all persons under common control *9a*) who now directly or indirectly own, operate or control a standard broadcast station serving a substantial portion of the area served by another standard broadcast station owned, operated, or controlled by such persons, the effective date of this rule shall be six months from date; provided, further, that with respect to such persons the Commission may extend the effective date of this rule from time to time in order to permit the orderly disposition of properties.

WHEREAS, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That oral argument be held before the Commission en banc on Oct. 6, 1941, at 10 a.m., at which time all interested persons will be given an opportunity to appear and present argument as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order, and that briefs may be filed at any time up to two weeks prior to such argument.

9a The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised. See Rule 3.108 for the definition of 'control' in regulations pertaining to chain broadcasting."

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KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune.*

KFBK, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner* and *Call-Bulletin* (see WINS, New York).

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 100% of common stock).

KSRO, Santa Rosa—Licensed to Ernest L. Finley, publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican.*

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings County Associates: Charles A. Whitmore, publisher of *Visalia Times-Delta,* 37½% of stock; Homer A. Wood, publisher of *Porterville Recorder,* 25%: Percy M. Whiteside, publisher of *Tulare Advance-Record* and *Times,* 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal,* 12½%.

KHUB, Watsonville—Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers: *Watsonville Register-Pajaronian* and *Sun, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle, Redding Record* and *San Luis Obispo Telegram-Tribune,* all in California; *Bremerton* (Wash.) *Sun.*

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as *The Record Stockman,* Denver, weekly.

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American.*

DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

DISTRICT OF COLUMBIA

WMAL, Washington—Capital stock of M. A. Leese Radio Corp., owned by *Washington Star.*

FLORIDA

WJHP, Jacksonville — Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal.* (See WCOA, Pensacola.

WIOD, Miami—Licensed to Miami Daily News, Inc., stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News;* same ownership as *Dayton* (O.) *Daily News, Atlanta Journal, Springfield,* (O.) *News* and *Sun* (James M. Cox).

WKAT, Miami Beach — Licensed to A. Frank Katzentine, 33-1/3% owner of *The Society Pictorial,* a weekly resort newspaper.

WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; 49% owned by John H. Perry newspaper interests (see WCOA, Pensacola). Note: This station faces an FCC revocation order on charges of "hidden ownership".

WDLP, Panama City—Licensed to Panama Bcstg. Co.; controlled by Bay County Publishers Inc., publishers of *Panama City News-Herald* (Perry newspapers; see WCOA, Pensacola). Note: This station faces an FCC revocation order on charges of "hidden ownership".

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald.* Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTSP, St. Petersburg—Licensed to Nelson Poynter, publisher of *St. Petersburg Times.*

WTAL, Tallahassee—Licensed to Florida Capitol Broadcasters Inc.; 30 out of 60 shares of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot, Scenic Highlands Sun, Lake Placid News,* all Florida weeklies with headquarters in Avon Park, Fla.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.

WFLA, Tampa—Licensed to Tampa Tribune Co., publisher of *Tampa Tribune* (controlled by S. E. Thomason publisher also of *Chicago Times,* and John Stewart Bryan, publisher of *Richmond News-Leader*).

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times.*

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald.*

WGAU, Athens—Licensed to J. K. Patrick, Earl Braswell, Tate Wright and C. A. Rowland, a partnership. Mr. Braswell is publisher of the *Athens Banner-Herald.*

WGAC, Augusta—Licensed to Twin States Bcstg. Co.; Glenn R. Boswell, publisher, and Millwee Owens, editor, of the *Augusta Herald,* each holding 33 1/3% of stock; F. Frederick Kennedy, attorney, 33 1/3%. Note: Neither Mr. Boswell nor Mr. Owens have any ownership interest in the *Augusta Herald.*

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).

WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch;* John W. Greer, president, 69%.

WGGA, Gainesville — Licensed to Gainesville Broadcasters, partnership of Henry Estes and L. H. Christian, merchants, and Austin Dean, editor of *Gainesville Eagle,* weekly.

WLAG, La Grange — Licensed to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News.*

WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald.*

ILLINOIS

WAAF, Chicago — Licensed to Drovers Journal Publishing Co., publishers of *Chicago Daily Drovers Journal* and owners of *Omaha Journal-Stockman.*

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune.*

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer,* bi-weekly.

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette.*

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper; see WENY, Elmira, N. Y.)

WSOY, Decatur — Licensed to Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier.*

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail.*

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 78.6% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Register-Republic;* 19.6% owned by Lloyd C. Thomas.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus.*

WCBS, Springfield—Licensed to WCBS, Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal,* 1% by A. W. Shipton, general manager of *Illinois State Journal.*

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth.*

WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitner and family; Mr. Bitner is publisher of *Pittsburgh Sun-Telegraph,* Hearst newspaper, but station is personal investment.

WIRE, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington Herald-Press* and *Vincennes Sun-Commercial,* all Indiana dailies; Mr. Pulliam is also interested in *Alva* (Okla.) *Review Courier* and *El Reno* (Okla.) *Tribune.*

WSBT, South Bend—Licensed to the *South Bend Tribune.*

WAOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

KBUR, Burlington—Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette.*

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune;* also publishers of *Minneapolis Star-Journal* and *Look* Magazine.

KRNT, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KSO, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KDTH, Dubuque—Licensed to *Dubuque Telegraph-Herald.*

KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette* (Lee Syndicate).

Broadcast Stations Identified With Newspaper Ownership

KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock owned by *Des Moines Register & Tribune* interests (see WMT).

KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal.*

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

KANSAS

KGGF, Coffeyville—Licensed to Hugh J. Powell, publisher of *Coffeyville Daily Journal.*

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe* and *Norton* (Kan.) *Telegram.*

KCKN, Kansas City—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Kansas City Kansan* and *Topeka Capital.*

KSAL, Salina—Licensed to KSAL, Inc., controlled by R. J. Laubengayer, publisher of *Salina Journal,* who also holds interests in the *Hays Daily News. Goodland Daily News* and *Hall City Times* (weekly), all in Kansas.

WIBW, Topeka—Licensed to Capper Publications Inc., publisher of *Topeka Capital* (see KCKN, Kansas City).

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle;* 25% of stock owned by John Rigby, Beverly Hills, Cal.; 25% by Mrs. Anna Scott Gray, Piedmont, Cal.

KENTUCKY

WCMI, Ashland—Licensed to Ashland Broadcasting Co.; 17½% owned by Ashland Publishing Co., publisher of *Ashland Independent,* and 10% by employes of the newspaper.

WHAS, Louisville—Licensed to *Courier-Journal* and *Louisville Times.*

WOMI, Owensboro—Licensed to Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Inquirer.*

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the Capital City Press, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times.*

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser.* Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram, Chippewa Falls Herald, Manitowoc Times* and *Two Rivers Reporter,* all in Wisconsin.

KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times;* same ownership as *Monroe* (La.) *World* and *News-Star.*

MAINE

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel.*

WCOU, Lewiston—Licensed to Twin City Broadcasting Co.; stockholders are Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard R. Howe, owners of *Le Messenger,* French language daily.

MARYLAND

WBAL, Baltimore — Licensed to WBAL Broadcasting Co.; affiliate of Hearst Radio Inc., and *Baltimore News-Post* and *American* (see WINS, New York).

MASSACHUSETTS

WHYN, Holyoke—Licensed to Hampden-Hampshire Corp.; all stock owned by owners of *Holyoke Transcript-Telegram.*

WLAW, Lawrence—Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune.*

WNBH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury, New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times;* Basil Brewer, publisher and general manager, owns 55.5% of stock; International Paper Sales Co., New York, 41.3%.

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & Worcester Gazette.*

MICHIGAN

WELL, Battle Creek—Licensed to Federated Publications, Inc., publishers of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal.*

WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 27% of stock held by William G. Rice, publisher, and 5.5% by John W. Rice, general manager, of *Calumet News* and *Houghton Daily Mining Gazette.*

WJLB, Detroit—Licensed to John Lord Booth, stockholder in Booth Newspapers, Inc., of Michigan. (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.*) Mr. Booth is not active in operation of the newspapers.

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News.*

WDBC, Escanaba — Licensed to Delta Broadcasting Co.; 44.76% of stock owned by publisher and editor of *Marquette Mining Journal,* also owner of WDMJ.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal.* Same interests are chief owners of *Rhinelander* (Wis.) *News* and *Iron Mountain* (Mich.) *News.*

WSOO, Sault Ste. Marie — Licensed to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea Broadcasting Corp; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler;* 24% by J. George Wolf; 24% by William B. Wolf.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% shares by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in the *Manitowoc* (Wis.) *Herald-Times, Chippewa Falls* (Wis.) *Herald-Telegram, Two Rivers* (Wis.) *Reporter, Lafayette* (La.) *Advertiser.*

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co.; see WEBC, Duluth.

WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune* and *Times.* The St. Paul newspapers are published by the Ridder Brothers, also publishers of the *New York Herold & Staats-Zeitung* (German), *Duluth Herald* and *News-Tribune, Aberdeen* (S. D.) *American and News* and *Grand Forks* (N. D.) *Herald,* who also have minority interest in the *Seattle Times.*

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Daily Times.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald.*

MISSISSIPPI

WCBI, Columbus——Licensed to Birney Imes, publisher of *Columbus Commercial Dispatch.*

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune,* Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KXOK, St. Louis).

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier* (Lee Syndicate).

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune.*

WMBH, Joplin—Licensed to Joplin Broadcasting Co.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald;* 28% of stock owned by D. J. Poyner, manager of WMBH.

WDAF, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star.*

KCMO, Kansas City—Licensed to KCMO Broadcasting Co.; 25% of stock owned by Orville S. McPherson, publisher of *Kansas City Journal.*

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; 33% owned each by J. H. Wolper, publisher of *Poplar Bluff American Republic;* O. A. Tedrick, attorney; A. L. McCarthy, radio and electrical dealer.

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; 20% of stock owned by H. S. Jewell, president, 20% by Edson K. Bixby, editor, 5% by T. W. Duvall, business manager of *Springfield News* and *Press;* 5% by late Joel Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat;* 23.6% by Lester E. Cox; 16.9% by R. D. Foster; 8.1% by C. A. Johnson; 1.4% by L. M. Magruder.

KWTO, Springfield—Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.

KFEQ, St. Joseph — Licensed to KFEQ Inc.; 50% of stock owned by News Broadcasting Co., subsidiary of St. Joseph News Co., publisher of *St. Joseph News-Press* and *St. Joseph Gazette.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KFRU, Columbia, Mo.).

MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune* and *Leader;* 10% by Mrs. Jessie Jacobson; 70% by F. A. Buttrey.

KRJF, Miles City—Licensed to Star Printing Co., publishers of the *Miles City Star.*

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; 59.5% of stock owned by Fred A. Seaton, publisher of *Hastings Daily Tribune.*

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 50% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 24% of stock owned by *Lincoln Star* (Lee Syndicate).

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News.*

KOIL, Omaha—Licensed to Central States Broadcasting Co.; 50% owned by The Sidles Co.; 25% by the *Lincoln Nebraska State Journal;* 25% by the *Lincoln Star.*

KOWH, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald.*

NEVADA

KOH, Reno—Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers).

NEW JERSEY

WBAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of *Atlantic City Press* and *Union.*

NEW MEXICO

KOB, Albuquerque — Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal;* Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KAVE, Carlsbad — Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos* (Tex.) *Enterprise,* a weekly (see also KIUN, Pecos, Tex.).

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WMBO, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WBTA, Batavia — Licensed to Batavia Broadcasting Corp.; 36% of stock owned by Edmund R. Gamble, publisher of the *Farm Family Journal.* a monthly.

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News.*

WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News.*

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Elmira Advertiser,* affiliated with Frank E. Gannett Newspapers: *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian* and *Massena Observer,* all in New York State; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News, Danville* (Ill.) *Commercial-News.*

WGNY, Newburgh—Licensed to *Poughkeepsie* (N. Y.) *Courier,* weekly (Speidel Newspapers Inc., publishers of *Iowa City* (Ia.) *Press-Citizen, Chillicothe* (O.) *Scioto Gazette* and *News-Advertiser, Fort Collins* (Colo.) *Express-Courier, Cheyenne Wyoming State Tribune* and *Wyoming Eagle, Salinas* (Cal.) *Index-Journal* and *Post, Reno Gazette, Nevada State Journal* and *Wyoming Stockman-Farmer* (See also KDON, Monterey, Cal., and KFBC, Cheyenne, Wyo.).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Daily Forward;* the newspaper company itself has no interest or control

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American, New York Mirror, Albany Times-Union, Boston Record* and *American* and *Sunday Advertiser, Baltimore News-Post* and *Sunday American, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee News-Sentinel, Detroit Times, San Francisco Examiner* and *Call-Bulletin, Oakland Post-Enquirer, Los Angeles Examiner* and *Herald-Express, San Antonio Light, Seattle Post-Intelligencer.*

WHLD, Niagara Falls — Licensed to Niagara Falls Gazette Publishing Co., publishers of *Niagara Falls Gazette.*

WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (part-owned by Gannett Newspapers; see WENY, Elmira, N. Y.).

WKIP, Poughkeepsie—Licensed to Poughkeepsie Broadcasting Corp.; Richard E. Coon, business manager of *Poughkeepsie Eagle-News* and *Star*, 70% stockholder; Mrs. Blanche J. Parks, 16%. Newspaper company (Speidel) does not own any stock in station.

WHEC, Rochester — Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle and Rochester Times-Union.* (Gannett Newspapers; see WENY, Elmira, N. Y.)

WWNY, Watertown—Licensed to The Brockway Co.; controlled by Harold B. Johnson, publisher of *Watertown Times.*

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publisher of *Yonkers Herald-Statesman, Terrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times*, all in New York.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen* and *Times.*

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun.*

WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; 30 out of 200 shares of stock owned by Talbot Patrick, publisher of *Goldsboro News-Argus* and director of *Concord* (N. C.) *Tribune;* 27 shares owned by P. M. Patrick, secretary and director of *Goldsboro News-Argus.*

WHKY, Hickory — Licensed to Catawba Valley Bcstg. Co.; 16.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record.*

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; 32.5% of stock owned by J. F. Hurley Jr., publisher of *Salisbury Post.*

WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel.*

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum;* 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WICA, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald,* all Ohio dailies.

WHBC, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times* and *Salem News,* all in Ohio; *Salisbury* (Md.) *Times.*

WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of *Cincinnati Post, New York World-Telegram, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Press-Scimitar, Memphis Commercial Appeal, Birmingham Post, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News, Evansville* (Ind.) *Press.*

WKRC, Cincinnati—Licensed to *Cincinnati Times-Star.*

WHK, Cleveland — Licensed to United Broadcasting Co.; 756 6/24 out of 1,000 shares, owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WCLE, Cleveland — Licensed to United Broadcasting Co.; 100% of stock held by U. B. Company. (See WHK, Cleveland.)

WBNS, Columbus—Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal;* 24% by Richard S. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch;* 24% by Preston Wolfe, director of *Columbus Dispatch;* 24% by Robert Wolfe.

WHKC, Columbus—Licensed to United Broadcasting Co.; same ownership as *Cleveland Plain Dealer.*

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun, Miami Daily News* and *Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to WSMK Inc.; controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* (see also WIZE, Springfield).

WPAY, Portsmouth—Licensed to Vee Bee Corp.; 50% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times;* 50% by Chester A. Thompson, Cleveland (under option to be sold to Brush-Moore).

WIZE, Springfield—Licensed to Voice of Springfield, Inc.; controlling stock owned by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* (see also WING, Dayton).

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp.; 40.5% of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 45.8% owned by W. P. Williamson Jr., manager of WKBN; 13.5% by W. P. Williamson.

WFMJ, Youngstown—Licensed to William F. Maag Jr., publisher of *Youngstown Vindicator.*

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite.*

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle.*

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat* (Interlocking ownership with *Springfield* (Mo.) *News* and *Press*).

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Fort Worth* (Tex.) *Star-Telegram.*

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest (94%) owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee Morning News* and *Shawnee Evening Star;* same concern also owns or controls *Grand Island* (Neb.) *Independent, Arkansas City* (Kan.) *Traveler, Maryville* (Mo.) *Forum, Pittsburg* (Kan.) *Headlight & Sun;* corporately affiliated with same group is *Topeka* (Kan.) *State Journal and Santa Fe New Mexican.*

KOME, Tulsa—Licensed to Oil Capitol Sales Corp.; Dexter Moss, publisher of *Tulsa Daily Legal News,* is 20% stockholder.

OREGON

KWIL, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. J. Jackson and R. R. Cromise, co-publishers of *Albany Democrat-Herald.*

KAST, Astoria—Licensed to Astoria Broadcasting Co.; 37% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget;* 24% owned by E. B. Aldrich, publisher of the *Pendelton East Oregonian;* 29% by Dorothy Engle, Portland, Ore.

KBND, Bend—Licensed to *Bend Bulletin.*

KUIN, Grants Pass—Licensed to Southern Oregon Bcstg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier;* 50% by Red Wood Bcstg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KOOS, Marshfield—Licensed to Sheldon F. Sackett, publisher of *Coos Bay Times,* Marshfield.

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal;* 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.

KEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal,* 52½% owned by C. W. Myers; 22½% owned by C. R. Hunt.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune.*

PENNSYLVANIA

WSAN, Allentown — Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by Allentown Call Publishing Co., publisher of *Allentown Call* and owner of *Allentown Chronicle-News.*

WCED, DuBois—Licensed to Tri-County Broadcasting Co.; same ownership as *DuBois Courier* and *Express.*

WEST, Easton — Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHP, Harrisburg — Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph;* 11.4% owned by Sam Pickard.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp.; 75% of stock owned by J. H. and John F. Steinman, publishers of *Lancaster New Era* and *Intelligencer-Journal* (Mason-Dixon Group).

WAZL, Hazelton—Licensed to Hazelton Broadcasting Service Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat.*

WGAL, Lancaster—Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; 33-1/3% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel.*

WHAT, Philadelphia—Licensed to Philadelphia Record Co., publisher of *Philadelphia Record;* same ownership as *Camden* (N. J.) *Courier* and *Post.*

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.; see WINS, New York).

WWSW, Pittsburgh — Licensed to P-G Publishing Co. (Paul Block, president), publisher of the *Pittsburgh Post-Gazette.* Same ownership as *Toledo Blade.*

WQAN, Scranton—Licensed to the *Scranton Times.* (Operates non-commercially)

WPIC, Sharon—Licensed to *Sharon Herald* Broadcasting Corp.; same stockholders as *Sharon Herald.*

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; 37½% of stock each owned by H. H. Haddon and B. A. Beck, chief owners of *Sunbury Item;* 25% by George W. Beck.

WRAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 33 1/3% owned by R. T. S. Steele.

WORK, York—Licensed to York Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Mail.*

WTMA, Charleston—Licensed to Atlantic Coast Broadcasting Co.; same ownership as *Charleston News & Courier* and *Charleston Post.*

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont.*

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co.; controlled by Gardner Cowles Jr., executive editor of the *Des Moines Register & Tribune* (see WMT, Cedar Rapids, Ia.).

TENNESSEE

WOPI, Bristol — Licensed to Radiophone Broadcasting Station WOPI, Inc.; 50% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin.*

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun.*

WKPT, Kingsport—Licensed to Kingsport Broadcasting Co., C. P. Edwards, Jr., president of Kingsport Publishing Co., publisher of *Kingsport Times,* 30% stockholder.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc., see WCPO, Cincinnati).

WMC, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal,* a Scripps-Howard newspaper (see WCPO, Cincinnati).

WMPS, Memphis—Licensed to Memphis Broadcasting Co.; interlocking ownership with *Memphis Press-Scimitar* and *Memphis Commercial Appeal,* Scripps-Howard Newspapers (see WCPO, Cincinnati).

TEXAS

KRBC, Abilene — Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter, Abilene News, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald,* all in Texas; 10% owned by Houston Harte, director and a principal stockholder in *San Angelo Standard, San Angelo Times, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Marshall News-Messenger, Denison Herald,* 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

KGNC, Amarillo — Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 10% owned by *Globe-News* employes pool; 6% by O. L. Taylor; 3% by Wesley Izzard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal, Midland Reporter-Telegram, Dalhart Texan, Shamrock Texan, Childress Index,* all in Texas, and *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal.*

KNOW, Austin — Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Fentress, half owner of *Austin American* and *Statesman,* half owner and publisher of *Waco News-Tribune* and *Times-Herald,* one-third owner of *Wichita Falls Record-News* and *Times,* half owner of *Texarkana Gazette* and *News;* also interested in *Port Arthur News.*

KFDM, Beaumont—Licensed to Beaumont Broadcasting Corp.; 25% owned by the *Beaumont Enterprise* and *Journal.*

KRIC, Beaumont—Licensed to KRIC Inc.; 40% of stock owned by Mrs. J. L. Mapes, chief owner of *Beaumont Enterprise* and *Journal;* 30% by E. C. Davis, general manager of the newspapers; 30% by Alfred Jones, editor.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 30% of stock owned by M. Bernard Hanks (see KRBC, Abilene); 30% owned by Howard Barrett, vice-president of KRBC and manager of KBST; 20% owned by Houston Harte (see KRBC); 20% by Bonnie Davis, housewife.

KEEW, Brownsville — Licensed to Eagle Broadcasting Co.; controlled by E. E. Wilson, publisher of *Corpus Christi Chronicle.*

Broadcast Stations Identified With Newspaper Ownership

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co.; 40% owned by W. G. Kinsolving, publisher of *Corpus Christi Caller-Times* (deceased) and 50% by Tilford Jones, Houston; directors include Houston Harte, *San Angelo Standard-Times* and M. Bernard Hanks, *Abilene Reporter-News* (see KRBC, Abilene).

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald.*

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal.*

KROD, El Paso—Licensed to D. D. Roderick, publisher of *El Paso Times.*

KGKO, Fort Worth—Licensed to KGKO Broadcasting Co.; 50% owned by Amon Carter, publisher of *Fort Worth Star-Telegram,* and 50% by A. H. Belo Corp., publisher of *Dallas News.*

WBAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram.*

KPRC, Houston—Licensed to Houston Printing Co., publisher of *Houston Post;* 85.13% of stock owned by Houston Printing Co.; 13.49% owned by Fidelity Securities Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle.*

KOCA. Kilgore—Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by Tom E. Foster, editor of *Kilgore Daily News.*

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche* and *News* (see KGNC, Amarillo).

KPDN. Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News, Santa Ana* (Cal.) *Register, Clovis* (N. M.) *News-Journal,* and *Bucyrus* (O.) *Telegraph-Forum.*

KPLT, Paris—Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News,* and his daughter; 24.93% owned by M. B. Hanks, Abilene; 24.93% owned by Houston Harte, San Angelo (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise,* weekly. (See also KAVE, Carlsbad, N. M.)

KGKL, San Angelo—Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard* and *San Angelo Times* (see KRBC, Abilene); 33% by Herbert O. Taylor, business manager of the newspapers; remainder of stock variously held locally.

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat;* 10% owned by George H. Wilcox, general manager of *Sherman Democrat;* 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat;* 16% owned by L. M. Sepaugh, Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; 37½ shares each (out of 125 authorized) owned by George and Russell Bennitt, co-publishers of *Sweetwater Reporter.*

KTEM, Temple—Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram;* 85% owned by Ruth Mayborn, *Temple Telegram;* 5% owned by J. C. Mitchell, Temple.

KCMC, Texarkana—See Arkansas.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KRGV, Weslaco—Licensed to KRGV, Inc.; one-third of stock each held by O. L. Taylor and Gene Hawe (see KGNC, Amarillo, and KFYO, Lubbock) and T. E. Snowden, Atchison, Kan.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; 65.43% of stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner.*

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah; 19.55% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram;* 50.05% held by presiding bishop of Latter Day Saints Church; remainder of stock variously held.

VERMONT

WCAX, Burlington—Licensed to Vermont Broadcasting Corp.; same ownership as *Burlington Daily News.*

VIRGINIA

WMVA. Martinsville—Licensed to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin.*

WGH, Newport News—Licensed to Hampton Roads Broadcasting Co.; 66% of stock owned by Daily Press Inc.; publisher of *Newport News Daily Press* and *Times-Herald.*

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot;* same interests control *Richmond Times-Dispatch.*

WPID. Petersburg—Licensed to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking stock ownership with WTAR and WRNL).

WRNL, Richmond—Licensed to Richmond Radio Corp.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader;* 20% by Tennant Bryan, *Richmond News-Leader;* 20% by Douglas S. Freeman, editor, *Richmond News-Leader.* (Same interests also stockholders in Richmond Newspapers, Inc., operating *Richmond News-Leader.*)

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News.*

WSLS, Roanoke—Licensed to Roanoke Broadcasting Corp.; 40% owned by J. P. Fishburn, Jr., publisher of *Roanoke Times* and *World-News* (see WDBJ, Roanoke).

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News.*

KVAN. Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Marshfield* (Ore.) *Coos Bay Times* and owner of KOOS, Marshfield.

WEST VIRGINIA

WJLS, Beckley—Licensed to Joe L. Smith Jr. Mr. Smith and brother each holds 10 out of 1,925 shares of stock in Beckley Newspaper Corp., publisher of *Beckley Post-Herald* and *Beckley Raleigh Register.*

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph and Bluefield Sunset News.*

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch;* 48% owned by John A. Kennedy.

WKWK, Wheeling—Licensed to Community Broadcasting Inc.; majority stock owned by Joe L. Smith Jr. (see WJLS, Beckley, W. Va.)

WLOG, Logan—Licensed to Clarence H. Frey, publisher of *Logan Banner,* and Robert O. Greever, Merrill Coal Mines Inc., partners.

WAJR, Morgantown—Licensed to West Virginia Radio Corp.; same ownership as Morgantown *Dominion News* and *Post, Martinsburg News* (weekly), *New Martinsville Wetzel Republican* (weekly), *Grafton News* (weekly) and *Mannington Times* (weekly), all in West Virginia.

WISCONSIN

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18 2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram.*

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter.*

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette.*

WKBH, LaCrosse—Licensed to WKBH Inc.; minority stock interest held by *LaCrosse Tribune* and *Leader-Press* (Lee Syndicate); majority stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison—Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times;* other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal,* Madison (Lee Syndicate).

WISN, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee News,* Hearst newspapers (see WINS, New York).

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal.*

WRJN, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times;* 30% owned by H. S. Mann, general manager of *Racine Journal-Times.*

WJMC, Rice Lake—Licensed to Walter H. McGenty, publisher of the monthly *Stock & Dairy Farmer,* Duluth, Minn.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press;* 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press;* 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by Mr. & Mrs. M. A. Werner, Sheboygan.

WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune.*

WYOMING

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.; 26% of stock owned by Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune & Leader* (Speidel Newspapers); see also KDON, Monterey, Cal., and WGNY, Newburgh, N. Y.).

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock held by *Honolulu Star-Bulletin;* 55% by Pacific Theatres & Supply Co. Ltd.; 20% by Zion Securities Corp.

KGU, Honolulu—Owned by stockholders in *Honolulu Advertiser.*

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd.; same ownership as KGMB, Honolulu.

KTOH. Lihue—Licensed to Garden City Publishing Co. Ltd., publisher of *Garden Island* and *Filipino News.*

ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 224 of 250 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner.*

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XUM

Canada's Newspaper Owned Stations

CFAC, Calgary, Alta.—Owned by *Calgary Herald.*

CJCJ, Calgary, Alta.—Owned by *Calgary Albertan.*

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal.*

CHNS, Halifax, N. S.—Owned by publishers of *Halifax Herald* and *Mail.*

CKCH, Hull, Que.—Owned by *LeDroit,* Ottawa.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel.*

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins,* (Ont.) *Press.*

CKWS, Kingston, Ont. — Licensed to Allied Broadcasting Co., in conjunction with the *Kingston Whig-Standard.*

CFPL, London, Ont.—Owned by *London Free Press.*

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript, Moncton Times* and New Brunswick Publishing Co., publisher of *St. John Telegraph-Journal* and *Times-Globe.*

CKAC, Montreal—Owned by *Montreal La Presse.*

CHLP, Montreal—Owned by *Montreal La Patrie.*

CKLN, Nelson, B. C.—Licensed to *Nelson Daily News.*

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press.*

CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times.*

CHEX, Peterborough, Ont.—CP issued to *Peterborough Examiner.*

CKCK and CJRM, Regina, Sask.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Regina Leader-Post, Winnipeg Free Press* and *Saskatoon Star-Phoenix.*

CKRN, Rouyn, Que.—Same control as *Timmins* (Ont.) *Press* (CKGB, Timmins).

CHLT, Sherbrooke, Que. — Licensed to *Sherbrooke La Tribune,* French language daily.

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe.*

CKSO, Sudbury, Ont.—Licensed to *Sudbury Star.*

CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste,* French language daily.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press.*

CKVD, Val d'Or, Que.—Licensed to La Voix d'Abitibe Compaignie Ltd.; controlled by *La Voiz de Val d'Or* and *Star;* same ownership as *Timmins* (Ont.) *Press.*

CJVI, Victoria, B. C.—CP issued to the *Victoria Colonist.*

CJRC, Winnipeg, Man.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Winnipeg Free Press, Regina Leader-Post* and *Saskatoon Star-Phoenix.*

War Censorship Decree

FOLLOWING is the full text of the Executive Order issued by President Roosevelt Dec. 19, 1941, establishing the Office of Censorship and prescribing its functions and duties:

By virtue of the authority vested in me by the Constitution and the statutes of the United States, and particularly by section 303, Title III of the act of Dec. 18, 1941, Public Law 354, 77th Congress, 1st session, and deeming that the public safety demands it, I hereby order as follows:

1. There is hereby established the Office of Censorship, at the head of which shall be a Director of Censorship. The Director of Censorship shall cause to be censored, in his absolute discretion, communications by mail, cable, radio, or other means of transmission passing between the United States and any foreign country or which may be carried by any vessel or other means of transportation touching at any port, place, or Territory of the United States and bound to or from any foreign country, in accordance with such rules and regulations as the President shall from time to time prescribe. The establishment of rules and regulations in addition to the provisions of this order shall not be a condition to the exercise of the powers herein granted or the censorship by this order directed. The scope of this order shall include all foreign countries except such as may hereafter be expressly excluded by regulation.

2. There is hereby created a Censorship Policy Board, which shall consist of the Vice-President of the United States, the Secretary of the Treasury, the Secretary of War, the Attorney General, the Postmaster General, the Secretary of the Navy, the Director of the Office of Government Reports, and the Director of the Office of Facts & Figures. The Postmaster General shall act as chairman of the board. The Censorship Policy Board shall advise the Director of Censorship with respect to policy and the coordination and integration of the censorship herein directed.

3. The Director of Censorship shall establish a Censorship Operating Board, which shall consist of representatives of such departments and agencies of the Government as the director shall specify. Each representative shall be designated by the head of the department or agency which he represents. The Censorship Operating Board shall, under the supervision of the director perform such duties with respect to operations as the director shall determine.

4. The Director of Censorship is authorized to take all such measures as may be necessary or expedient to administer the powers hereby conferred, and, in addition to the utilization of existing personnel of any department or agency available therefore, to employ, or authorize the employment of, such additional personnel as he may deem requisite.

5. As used in this order the term "United States" shall be construed to include the Territories and possessions of the United States, including the Philippine Islands.

RADIO CORRESPONDENTS GALLERIES

Of Congress (Jan. 1, 1942)

H. R. Baukhage, *President* Fulton Lewis Jr. (acting) *Secretary*
Fred W. Morrison, *Vice President* Francis W. Tully Jr., *Treasurer*
Albert L. Warner, *Ex Officio*
Telephone: National 3120
House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264
Superintendent of House Gallery—Robert M. Menaugh
Superintendent of Senate Gallery—D. Harold McGrath

Network, Station or Service	Name	Office
Baukhage Radio Associates	Pauline Frederick	1343 H St.
Columbia Broadcasting System	Albert L. Warner	856 Earle Bldg.
	John Charles Daley Jr.	856 Earle Bldg.
	Albert N. Dennis	858 Earle Bldg.
	Paul Glynn	807 Earle Bldg.
	Ann Gillis	856 Earle Bldg.
	James W. Hurlbut	858 Earle Bldg.
	Albert C. Leitch	854 Earle Bldg.
	Ernest D. McIver, Jr.	854 Earle Bldg.
	Eric Sevareid	856 Earle Bldg.
Mutual Broadcasting System	Fulton Lewis Jr.	1627 K St.
	Frank S. Blair Jr.	1627 K St.
	Walter Compton	1627 K St.
	Madeline Ensign Cronan	1627 K St.
	James G. Crowley	1627 K St.
	Robert Diehl	1627 K St.
	Richard Eaton	1627 K St.
	Jean Hatton	1627 K St.
	David Stick	1627 K St.
National Broadcasting Co.	H. R. Baukhage	724 14th St.
	Peter Cousins	724 14th St.
	Earl Godwin	724 14th St.
	Joan Harding	724 14th St.
	Phillip N. Joachim	724 14th St.
	Thomas E. Knode	724 14th St.
	Mary Mason	724 14th St.
	William Neel	724 14th St.
	Ralph H. Peterson	724 14th St.
	Bryson Rash	724 14th St.
	Edwin L. Rogers	724 14th St.
	Fred Shawn	724 14th St.
	Carleton D. Smith	724 14th St.
Transradio Press Service	Rex Goad	256 National Press Bldg.
	Fred W. Morrison	1256 National Press Bldg.
	Gertrude V. Chestnut	1256 National Press Bldg.
	Don Cook	1256 National Press Bldg.
	David Karr	1256 National Press Bldg.
	Robert E. Lee Moore	1256 National Press Bldg.
	John Norman	1256 National Press Bldg.
	William H. Pickens	1256 National Press Bldg.
	Macon Reed Jr.	1256 National Press Bldg.
	Dorothy C. Rockwell	1256 National Press Bldg.
	Frederic B. Tuttle	1256 National Press Bldg.
WMAL—The Evening Star Station	William Enders Coyle	438 Star Bldg.
Yankee Network (Boston)	Francis W. Tully Jr.	1215 National Press Bldg.

Associate Members as of Jan. 1, 1942

Affiliation	Name	Address
Columbia Broadcasting System	Elmer Davis	485 Madison Ave., N. Y.
	George Fielding Eliot	485 Madison Ave., N. Y.
	Matthew Gordon	485 Madison Ave., N. Y.
	Robert Trout	485 Madison Ave., N. Y.
	Paul W. White	485 Madison Ave., N. Y.
	Robert D. Wood	485 Madison Ave., N. Y.
Don Lee Network	John B. Hughes	1000 Van Ness Ave., San Francisco
Mutual Broadcasting System	Dave Driscoll	1440 Broadway, N. Y.
	Raymond Gram Swing	1440 Broadway, N. Y.
National Broadcasting Co.	Don Goddard	30 Rockef'l'r Plaza, N. Y.
	H. V. Kaltenborn	30 Rockef'l'r Plaza, N. Y.
	A. A. Schechter	30 Rockef'l'r Plaza, N. Y.
	Lowell Thomas	30 Rockef'l'r Plaza, N. Y.
	John W. Vandercook	30 Rockef'l'r Plaza, N. Y.
	Max Jordan	30 Rockef'l'r Plaza, N. Y.
Transradio Press Service	Herbert Moore	521 Fifth Ave., N. Y.
	Dixon Stewart	521 Fifth Ave., N. Y.
	Charles Hodges	521 Fifth Ave., N. Y.
KMBC, Kansas City, Mo.	Erle H. Smith	KMBC, Kansas City
KTRI, Sioux City, Iowa	W. E. Warner	KTRI, Sioux City
KTSA, San Antonio, Tex.	Charles C. Shaw	KTSA, San Antonio
KTSM, El Paso, Tex.	Charles J. Amador	KTSM, El Paso
KWK, St. Louis, Mo.	Leland L. Chesley	KWK, St. Louis
KYW, Philadelphia, Pa.	James A. Aull	KYW, Philadelphia
WAVE, Louisville, Ky.	Burt Blackwell	WAVE, Louisville
WBT, Charlotte, N. C.	William Winter	WBT, Charlotte
WCKY, Cincinnati, O.	Rex Davis	WCKY, Cincinnati
WGAR, Cleveland, O.	Kay Halle	WGAR, Cleveland
WHAS, Louisville, Ky.	William P. Bryan	WHAS, Louisville
WIL, St. Louis, Mo.	Melvin Kampe	WIL, St. Louis
WINS, New York, N. Y.	Jerome J. Karpf Jr.	WINS, N. Y.
	Bernard Estes	WINS, N. Y.
	Harold J. Adonis	WINS, N. Y.
	Maurice C. Dreicer	998 Fifth Ave., N. Y.
WIP, Philadelphia, Pa.	Edward R. Mayer	WIP, Philadelphia
WJEJ, Hagerstown, Md.	Ian Ross Macfarlane	WJEJ, Hagerstown
WJIM, Lansing, Mich.	Howard K. Finch	WJIM, Lansing
	Robert P. Ritter	WJIM, Lansing
WKAT, Miami Beach, Fla.	Leslie B. Bain	WKAT, Miami Beach
WMCA, New York, N. Y.	Johannes Steele	WMCA, N. Y.
	Leon Goldstein	WMCA, N. Y.
WKY, Oklahoma City, Okla.	Robert M. Eastman	WKY, Oklahoma City
WLS, Chicago, Ill.	Julian T. Bentley	WLS, Chicago
	Ervin Lewis	WLS, Chicago
WLW, Cincinnati, O.	Peter Grant	WLW, Cincinnati
WMBD, Peoria, Ill.	Brooks Watson	WMBD, Peoria
WNBF, Binghamton, N. Y.	Jack J. Hand	WNBF, Binghamton
WOLF, Syracuse, N. Y.	Martin A. Burstein	WOLF, Syracuse
KROD, El Paso, Tex.	Alexander Kiersey	KROD, El Paso
KOA, Denver, Col.	Tor Torland	KOA, Denver

LATIN AMERICAN NETWORKS OF U. S. BROADCASTING COMPANIES

(Listing compiled by the various companies as of Jan. 1, 1942)

NBC PAN-AMERICAN NETWORK (NBC)

Key Station: WRCA-WNBI, Boundbrook, N. J.

City	*Station*
MEXICO	
Mexico, D. F.	XEW
Mexico	XEWW
XEW Network	
Guadalajara, Jal.	XEDK
Mazatlan, Sin.	XERJ
S Luis Potosi, S.L.P.	XECZ
Tampico, Tamps.	XES
Chihuahua, Chih.	XEFI
Aguascalientes, Ags.	XEBI
Cordoba, Ver.	XECW
Merida, Yuc.	XEME
Monterrey, N.L.	XEFB
Veracruz, Ver.	XEHV
Hermosillo, Son.	XEBH
Hermosillo, Son	XEBR
Parral, Chih.	XEJR
Leon, Gto.	XERZ
Torreon, Coah.	XEBP
N Laredo, Tamps.	XEFE
Durango, Dgo.	XEE
Queretaro, Qro.	XEJX
Matamoros, Tamps.	XEAM
Orizaba, Ver.	XEPP
Puebla, Pue.	XEHR
Campeche, Camp.	XEA
Oaxaca, Oax.	XEAX
C. Juarez, Chih.	XEP
Morelia, Mich.	XEI
GUATEMALA	
Guatemala City	TGW
Guatemala City	TGWA
Guatemala City	TGWB
Guatemala City	TGWC
HONDURAS	
Tegucigalpa	HRN
PRB6 Network	
Rio de Janeiro	PRA2
Sao Paulo	PRE7
Sao Paulo	PRI9
Porto Alegre	PRF9
Bauru	PRG8
Curityba	PRB2
Para	PRC5
Araraquara	PRD4
Uberaba	PRE5
Porto Algere	PRH2
Campos	PRF7
PARAGUAY	
Asuncion	ZPI
URUGUAY	
Montevideo	CXI4
Montevideo	CXA19
Montevideo	CXA9
CX14 Network	
Montevideo	CX18
Carmelo	CW7
Tacuarembo	CW46
Treinta y Tres	CW45
Rocha	CW19
San Jose	CW47A
Rivera	CW43
CHILE	
Santiago	CB138
CB138 Network	
Temuco	CC125
Concepcion	CC117
Valparaiso	CB64
Valdivia	CD69
Puerto Monte	CD101
ARGENTINA	
Buenos Aires	LR4
LR4 Network	
Cordoba	LW1
Rosario	LT2
Bahia Blanca	LU3
Posadas	LT4
Neuquen	LU5
Mendoza	LU6
Catamarca	LW7
HAITI	
Port Au Prince	HH2S
VENEZUELA	
Caracas	YV5RA
Caracas	YR5RN
YV5RA Network	
Maracaibo	YV1RK
Maracaibo	YV1RL
Valencia	YV4RE
Valencia	YV4RP
Barquisimeto	YV3RE
Barquisimeto	YV3RN
Coro	YV1RW
Coro	YV1RY
San Cristobal	YV2RB
San Cristobal	YV2RN
Barcelona	YV6RE
Barcelona	YV6RC
COLOMBIA	
Bogota	HJCC
Bogota	HJCR
Bogota	HJCZ
Barranquilla	HJAN
Manizales	HJFAX
ECUADOR	
Quito	HCJB
Quayaquil	HC2ET
PERU	
Lima	OAX4A
BOLIVIA	
La Paz	CP4
BRAZIL	
Sao Paulo	PRB6
Rio de Janeiro	PRD2
EL SALVADOR	
San Salvador	YSS
S. Salvador (morning)	YSM
S. Salvador (nights)	YSD
San Salvador	HUB
NICARAGUA	
Managua	YNRS
Managua	YNPH
COSTA RICA	
San Jose	TIPG
San Jose	TIPG
PANAMA	
Colon	HOK
Colon	HP5K
CUBA	
Havana	CMBZ
Havana	COBZ
Havana	CMQ
Havana	COCQ
CMQ Network	
Santa Clara	CMHQ
Camaguey	CMJK
Camaguey	CMJL
Holguin	CMKF
Santiago de Cuba	CMKU
Holguin	CMKJ
DOMINICAN REPUBLIC	
Trujillo	HIX
Trujillo	HI1X
PUERTO RICO	
San Juan	WNEL

BOOST YOUR SALES!

Advertise Over Central America's Most Modern Stations

RICH PANAMA and the CANAL ZONE

buy American
COLON
PANAMA
SOUTH AMERICA

HOK-HP5K

640 Kc. 6,005 Kc

Colon, Panama

HP5A

11,700 Kc.

HOC

1,440 Kc.

PANAMA CITY

operated by the

PANAMA BROADCASTING SYSTEM

Rep.: Melcher Guzman Co., Inc.
9 Rockefeller Plaza, New York City

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

CADENA DE LAS AMERICAS (CBS)

Key Station: WCBX, Brentwood, L. I.

City	*Station*
ARGENTINA	
Bahlia Blanca	LU-7
Buenos Aires	LR-3
Cordoba	LV-3
Corrientes	LT-7
Mendoza	LV-4
Rosario	LT-1
San Juan	LV-1
Santiago del Estero	LV-11
Tucuman	LV-12
BOLIVIA	
La Paz	CP-4
La Paz	CP-5
BRAZIL	
Rio de Janeiro	PRE-8
Sao Paulo	B-9
CHILE	
Santiago de Chile	CB-57
Santiago de Chile	CB-1180
Valparaiso	CB-90
COLOMBIA	
Barranquilla	HJAG
Barranquilla	HJAH
Bogota	HJCS
Cali	HJEB
Cali	HJED
Manizales	HJFB
Manizales	HJFD
Medellin	HJDT
Pereira	HJSS
COSTA RICA	
San Jose	TIPG
San Jose	TIPG
CUBA	
Camaguey	CMJN
Havana	CMCY
Havana	COCY
Holguin	CMKV
Santa Clara	CMHI
Santa Clara	COHI
Santiago de Cuba	CMKN
DOMINICAN REPUBLIC	
Ciudad Trujillo	HIIZ
Cuidad Trujillo	HIZ
ECUADOR	
Guayaquil	HC2AJ
Guayaquil	HC2AK
Quito	HCQR
Quito	HCQRX
EL SALVADOR	
San Salvador	YSP
San Salvador	YSP
San Salvador	YSPA
San Salvador	YSPB
GUATEMALA	
Guatemala City	TGW
Guatemala City	TGWA
Guatemala City	TGWB
Guatemala City	TGWC
HAITI	
Port-au-Prince	HHW
Port-au-Prince	HH3W
HONDURAS	
Tegucigalpa	HRN
MEXICO	
Mexico City	XEQ
Mexico City	XEQQ
NICARAGUA	
Managua	YNOW
PANAMA	
Panama City	HOC
Panama City	HP5A
PARAGUAY	
Asuncion	ZP-5
PERU	
Arequipa	OAX6C
Arequipa	OAX6D
Arequipa	OAX6E
Lima	OAX4A
Lima	OAX4R
Lima	OAX4T
Lima	OAX4Z
PUERTO RICO	
San Juan	WKAQ
URUGUAY	
Montevideo	CX-16
Montevideo	CX-24
San Carlos, Colonia	CXA-8
San Carlos, Colonia	CXA-14
VENEZUELA	
Caracas	YV5RG
Caracas	YV5RU
Ciudad Bolivar	YV6RA
Ciudad Bolivar	YV6RU
Maracaibo	YVIRA
Maracaibo	YVIRV

CADENA RADIO INTER-AMERICANA

(The Crosley Corp.)

Key Station: WLWO, Cincinnati

City	*Station*
CUBA	
Havana	CMCK
Havana	COCO
COLOMBIA	
Bogota	HJCB
Cali	HJEL
Medellin	HJDK
COSTA RICA	
San Jose	TIP
EL SALVADOR	
San Salvador	YSDN
ECUADOR	
Guayaquil	HC2AJ
Guayaquil	HC2AK
GUATEMALA	
Guatemala City	TGW
Guatemala City	TGWA
HONDURAS	
Tegucigala	HRN
MEXICO	
Mexico City	XEB
Mexico City	XEBT
PANAMA	
Panama City	HP5B
Panama City	HP5C
PERU	
Lima	OAX4I
Lima	OAX4J
PUERTO RICO	
San Juan	WIAC
VENEZUELA	
Caracas	YV5RB
Caracas	YV5RM
Maracaibo	YVRF
Maracaibo	YVIRX

STATIONS IN METROPOLITAN AREAS Operating on a 24-Hour Basis

ALABAMA

WSGN, Birmingham

CALIFORNIA

KFAC, Los Angeles
KGFJ, Los Angeles
KLS, Oakland
KJBS, San Francisco
KYA, San Francisco

COLORADO

KFEL, Denver

DISTRICT OF COLUMBIA

WOL, Washington

FLORIDA

WJAX, Jacksonville
WJHP, Jacksonville

GEORGIA

WSB, Atlanta

ILLINOIS

WEDC, Chicago
WGES, Chicago
WIND, Chicago
(Gary)

INDIANA

WHIP, Hammond
WJOB, Hammond

LOUISIANA

WNOE, New Orleans

MARYLAND

WITH, Baltimore

MICHIGAN

CKLW, Detroit
(Windsor, Ont.)
WJBK, Detroit

MINNESOTA

WCCO, Minneapolis-St. Paul
WMIN, St. Paul

NEW JERSEY

WAAT, Jersey City
WTTM, Trenton

NEW YORK

WNEW, New York City
WOR, New York City

OHIO

WKRC, Cincinnati
WLW, Cincinnati
WHK, Cleveland
WTOL, Toledo

PENNSYLVANIA

WIP, Philadelphia
WWSW, Pittsburgh
WBAX, Wilkes-Barre

TEXAS

KFJZ, Fort Worth
KXYZ, Houston

VIRGINIA

WRNL, Richmond
WRVA, Richmond

WASHINGTON

KRSC, Seattle

WISCONSIN

WIBA, Madison

Does not include stations operating on a 24-hour basis because of the war emergency.

XUM

DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from U. S. Bureau of Foreign and Domestic Commerce and Radio Administrations of Some Countries

(Note: All assignments are subject to revisions in 1941 under The Havana Treaty)

** Denotes time is sold for advertising, according to best available information*

BAHAMAS

[Receiving Sets, 1,880. Set Tax £5]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nassau	ZNS	Government	790	1,000
"	ZNS-2	"	6090	600

(*) Asterisk indicates time is sold to advertisers.
Log compiled as of Nov. 15, 1941.

BRITISH HONDURAS

[Receiving Sets, 880. Set Tax, $1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belize	ZIK2	Government	10600	200

(*) Asterisk indicates time is sold to advertisers.
Log compiled as of Nov. 15, 1941.

COSTA RICA

[Receiving Sets, 22,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alejuela	TI5JJM	*Emilio E. Martinez	575	1,500
Heredia	TI4NRH	*Amando Cespedes	710	750
San Jose	TIRH	*Rafael Hine CH.	970	500
"	TIEP	*Eduardo Pinto H.	1225	3,000
"	TIFA	*Francisco Arie	1000	250
"	TIGPH	*Gonzalo Pinto H.	605	6,500
"	TIGPH2	*Gonzalo Pinto H.	800	3,000
"	TISMG	*Guillermo Zuniga	1045	500
"	TILJ	*Lola Monje Peralta	775	450
"	TIPG	*Claudia Martinez N.	625	5,000
"	TIRCC	*Carlos Borge (Prbo)	1200	500
"	TIOS	*G. Castro S.	940	500
"	TIRS	*Rogelio Sotela B.	920	400
"	TICQ	*Narciso Garcia	750	500
"	TIGH	*Jose Maria Pinaud	690	2,000
"	TIEP	*Eduardo Pinto	830	3,000
"	TIHZ	*Heli Zuniga	1150	1,000
"	TINBC	*Oscar Martinez N. (under construction)	1070	5,000
San Juan de Tibas	TIBAS	*Gonzalo Pinto H.	650	8,000
San Pedro	TILS	*Luis Saenz Mata	880	5,000
"	TIMC	*J. Mario Cardos M.	735	700
		SHORT WAVE STATIONS		
Heredia	TINRH	*Amando Cespedes Marin	9692	750
Las Juntas de Abangarez	TIRVM	*Ruben Venegas Mora	6035	500
Puntarenas	TIWS	*Manuel Campos J.	6065	500
San Jose	TIEP	*Eduardo Pinto H.	6700	1,000
"	TIGPH	*Gonzalo Pinto H.	5875	1,000
"	TIPG	*Claudia Martinez N.	9615	2,000
"	TIRCC	*Carlos Borge (Prbo)	6180	300
"	TIRH	*Rafael Hine	6150	250
San Pedro	TILS	*L. Saenz Mata	6165	2,000

Log compiled as of Nov. 15, 1941.

CURACAO

(DUTCH WEST INDIES)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Willemstad	PJC1	Curacaosche Radio Vereeniging	5935 9105	150

Log compiled as of Nov. 15, 1941. A 3,000-watt station operating on several frequencies, not yet announced, is expected to be operating in Willemstad early in 1942.

CUBA

[Receiving Sets, 175,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Artemisa	CMAX	*Juan de dios Carreno	830	250
Bayamo	CMKX	*Oscar Vidal Benitez	1090	200
Caibarien	CMHD	*Manuel Alvarez	1560	200
Camaguey	CMJA	*Rafael Valdes Jimenez	1060	200
"	CMJC	*Fernando T. Bolanos	1340	200
"	CMJE	*Primo Alonso Casares	1230	200
"	CMJF	*Gertrudis de la Cauz Perez	1300	200
"	CMJK	*Jones Castrillon y Cia.	620	500
"	CMJN	*Radio Habana Cuba	740	1,000
"	CMJW	*Andres Moran Cisneros	1400	200
Cardenas	CMGE	*Genaro Sabater	1470	200
Ciego de Avila	CMJH	*Luis Marauri	1370	200
"	CMJI	*Gilberto Gessa	1440	200
"	CMJM	*Radio Habana Cuba	1270	1,000
"	CMJO	*Bonifacio Ildefonso	1470	200
Cienfuegos	CMHJ	*Romualdo Ugalde	1350	200
"	CMHM	*Jose R. Femenias	1450	200
"	CMHO	*Enrique Lasanta Oliver	1250	200
Cruces	CMHK	*Virgilio Villanueva	1380	200
Guantanamo	CMKS	*Candido Savon Suarez	900	200
"	CMKH	*Virgilio Arciero	1130	200
Havana	CMBC	*Domingo Fernandez Cruz	790	5,000
"	CMBD	*Luis Perez Garcia	1420	200
"	CMBF	*Cia. Cubana de Radio y Television, S.A.	1260	5,000
"	CMBG	*John L. Stowers	1330	1,000
"	CMBH	*Alberto Alverez Ferrerra	1540	5,000
"	CMBL	*Radio Cadena Suaritos	860	5,000
"	CMBQ	*Jose Castro Veiga	1150	5,000
"	CMBS	*Enrique Artalejo	1330	200
"	CMBX	*Vicente Espinosa	1390	200
"	CMBY	*Pages y Cia.	1110	200
"	CMBZ	*Manuel y Guillermo Salas	950	200
"	CMC	*Rafael Valdes	1360	200
"	CMCA	*Augusto Testar y J. M. Gonzalez	1490	200
"	CMCB	*Metropolitan Radio de Cuba, S. A.	1390	200
"	CMCF	*Dr. Oscar Gutierrez	910	5,000
"	CMCG	*La Onda, S. A.	1460	200
"	CMCH	*Radio Popular, S. A.	1290	200
"	CMCJ	*Rafael Rodriguez	1580	200
"	CMCK	*Luis Casas Romero	980	5,000
"	CMCM	*Cia. Transradio Columbia, S. A.	1060	200
"	CMCO	*Enrique Lasanta	1230	200
"	CMCQ	*Andres Martinez	1420	200
"	CMCR	*Aurelio Hernandez	1580	200
"	CMCU	*Jorge Garcia Serra	1190	200
"	CMCW	*Jose Vilarino	1230	200
"	CMCX	*Radio Popular, S. A.	1290	200
"	CMCY	*Radio Habana Cuba	590	15,000
"	CMK	*Fausto Montiel	740	200
"	CMOA	*Juan Ferandez Duran	1360	200
"	CMOX	*Perez y Chisholm	1490	200
"	CMQ	*Cambo y Gabriel, S. A.	690	25,000
"	CMW	*Troncoso y Gil	550	2,500
"	CMX	*Francisco Lavin Gomez	1010	10,000
"	CMZ	Ministry of Education	630	5,000

Because of the war, accurate data on European, African and Asiatic broadcasting stations is unobtainable.

CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Holguin	CMKF	*Manuel J. de Gongora	1490	200
"	CMKO	*Manuel Angulo Farran	1220	200
"	CMKV	*Radio Habana Cuba	600	1,000
Jovellanos	CMGN	*Radio Habana Cuba	1310	1,000
Manzanillo	CMKM	*Raimundo Comas Soler	560	200
"	CMKE	*Radioemisora Manzanillo	1320	200
Matanzas	CMGF	*Bernabe R. de la Torre	1240	200
"	CMGH	*Manuel Garcia Alvarez	1440	500
Nuevitas	CMJQ	*Gaspar Estevez	1580	250
Palma Soriano	CMKZ	*Joaquin Venero Obregon	1430	200
Pinar del Rio	CMAB	*Francisco Martinez	1450	200
"	CMAC	*Israel P. Fajardo	1370	100
"	CMAN	*Radio Habana Cuba	1300	1,000
Placetas	CMHP	*Candide de los A. Guevara	1320	200
Puerto Padre	CMKY	*Pedro Zacca Cheda	1350	100
Sagua Grande	CMHA	*Abelardo Menocal	1280	200
Santa Clara	CMHI	*Radio Habana Cuba	570	1,000
" "	CMHQ	*Cambo y Gabriel, S. A.	810	5,000
" "	CMHW	*Radio Habana Cuba	960	1,000
" "	CMHX	*Francisco Chavarry	1480	200
Santiago de Cuba	CMKD	*Otto J. Vinas Gimeno	1290	1,000
" "	CMKQ	*Angela Viciedo Quintero	1460	500
" "	CMKG	*Emilio Grau Medina	1050	250
" "	CMKC	*Roberto Miguel Gonzalez	1250	200
" "	CMKN	*Radio Habana Cuba	930	1,000
" "	CMKR	*Jaime Nadal	1390	200
" "	CMKU	*Cambo y Gabriel, S. A.	970	5,000
" "	CMKW	*Ricardo Miranda & Paul Soulary	1000	1,000
Sancti-Spiritus	CMHB	*V. E. Weiss	1490	200
Trinidad	CMHT	*Fernando E. Soto del Valle	990	200
		SHORT WAVE STATIONS		
Camaguey	COJK	*Jones Castrillon y Cia.	8663	1,000
Havana	COCH	*General Broadcasting Co.	9437	5,000
"	COCM	*Cia. Transradio Columbia, S. A.	9833	1,000
"	COCO	*Luis Casas Romero	6010	5,000
"	COCQ	*Cambo y Gabriel, S. A.	9670	5,000
"	COCX	*Francisco Lavin	11650	1,000
Matanzas	COGF	*Bernabe R. de la Torre	11800	1,000
Santa Clara	COHI	*Radio Habana Cuba	11765	5,000
Santiago de Cuba	COKG	*E. G. Medina	8942	1,200

Log compiled as of Sept. 15, 1941.

GUATEMALA

[Receiving Sets, 22,000. Set Tax, $3.00 per Annum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TG1	*Departamento de Communicaciones Electricas	1310	300
"	TGW	*Radioifusora Nacional	1520	10,000
"	TGX	*Periodico "Liberal Progresista"	1400	50
Quezaltenango	TGQ	*Departamento de Communicaciones Electricas	1450	300
		SHORTWAVE STATIONS		
Guatemala	TG2	*Departmento de Communicaciones	6190	300
"	TGWA	*Radiofusora Nacional	9685 11760 15170 17800	10,000
"	TGWB	*Radiofusora Nacional	6480	1,000
"	TGWC	*Radiofusora Nacional	2320 760	1,000
"	TGX1	*Periodico "Liberal Progresista"	6100	50
Quezaltenango	TGQA	*Departamento de Communicaciones Electricas	6400	300

Log compiled as of Nov. 15, 1941.

DOMINICAN REPUBLIC

[Receiving Sets, 7,000. Set Tax, 50 Cents Annually‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ciudad Trujillo	HIN	*R. Paine Pichardo	1090	150
" "	HIX	*Gobierno Dominicano	800	800
" "	HIZ	*Frank Hatton	1350	200
		SHORT WAVE STATIONS		
Ciudad Trujillo	HI1G	*Andres Cordero Puello	6280	100
" "	HI2G	*Andres Cordero Puello	9290	100
" "	HIL	*J. C. Pellicer	6500	60
" "	HI1N	*R. Paine Pichardo	6243	700
" "	HIT	*F. A. Sanabia	6630	100
" "	HI1Z	*Frank Hatton	6316	100
" "	HI1X	*Gobierno Dominicano	6206	300
" "	HI6H	*Emilio Garden Jr.	6115	100
" "	HI3X	Gobierno Dominicano	17400	300
La Romana	HI3C	*Antonio Herrero Hernandez	6105	30
Ciudad Trutillo	HI8T	*Raul Henriquez	6122	30
Puerto Plata	HI9T	Luis A. Pelegrin	6170	100
San P. Macoris	HIH	*Domingo Dominguez	6780	250
"	HI1J	*F. M. Donastorg	6025	100
Santiago	HI1A	*Rafael Western	6182	75
"	HI1L	*Maria Josefa Tavarez	6480	100
"	HI1S	*Generoso Sarnelli	6420	200
"	HI3U	*Fernando Bertran	6015	100
"	HI9B	*Jacinto L. Sanchez	6383	200

Log compiled as of Nov. 15, 1941.

‡Tax law not enforced in practice, and it is estimated not more than 25% of owners pay set tax.

HAITI

[Receiving Sets, 3,000. Set Tax, 20c per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Radio-Haiti‡	1820 6200 9620 17850 21670	25,000
"	HHW[1]	*Ricardo C. Widmaier Jr.	1230	100
		SHORTWAVE STATIONS		
Port au Prince	HH2S	*Societe Haitienne de Radiodiffusion	6070	100
"	HH3W[1]	*Ricardo C. Widamier Jr.	9780	100
"	HHBM[2]	*Franck C. Magloire	9660	100

Log compiled as of Nov. 15, 1941.

‡Off the air since Dec. 1, 1937. On June 9, 1938, a concession was granted by the Haitian Government to the Societe Auxiliare d'Etudes et de Gestion" to operate a radio broadcast and television station in Haiti. A local company, Radio-Haiti, was formed to exploit this concession but was cancelled Oct. 23, 1940, because of failure to comply with certain clauses.

[1] HHW and HH3W transmit simultaneously.

[2] Construction permit issued Nov. 4, 1940.

EL SALVADOR

[Receiving Sets, 8,500-10,500. Set Tax, 5 Colones‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	YSS	*Government	640	500
"	YSP	*Fernando Alvayeros-Sosa	780 1560	115
		SHORTWAVE STATIONS		
San Salvador	YSM	Government	11710	400
"	YSD	Government	7894	400
"	YSP-A	*Fernando Alvayeros-Sosa	10400	150
"	YSP-B	*Fernando Alvayeros-Sosa	6575	300
"	YSR	*Sucesion Cevallos	6520	500
"	HUB	Government (experimental)	5560	300

Log compiled as of Nov. 15, 1941.

‡Collection of this tax is negligible.

HONDURAS

[Receiving Sets, 16,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORTWAVE STATIONS		
La Ceiba	HRD2	*Genoveva v de Castaneda	6235	100
San Pedro Sula	HRPI	*Filiberto Diaz Zelaya	6351	150
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	7875	750

Log compiled as of Nov. 15, 1941.

MEXICO

[Receiving Sets, 300,000-350,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Acapulco	XEKJ	*R. A. de Valdivisso	1400	250
Aguascalientes	XEBI	*Pedro C. Rivas	1360	250
Campeche	XEA	*Luis A. Maury	1370	250
Cananea	XEFQ	*Pedro L. Diaz	980	500
Chihuahua	XEBU	*Feliciano Lopez Islas	1260	100
"	XEBW	*Radio Emisora del Norte	1280	250
"	XEFI	*Ramiro G. Uranga	1440	1,000
"	XEM	*Pedro Meneses Jr.	1390	500
Coatzacoalcos	XEFZ	*Pedro E. Rocher	1340	250
Colima	XERL	*J. Roberto Levy	1280	250
Corboda	XEAG	*Diodoro Zuniga	1280	250
"	XECW	*Juan Sedas M.	1340	250
Culiacan	XEBL	*Max Gomez Blanco	1260	500
"	XESA	*Pablos y Elizalde	1360	500
Durango	XEE	*Alejandro O. Stevenson Jr.	1280	50
Ensenada	XEPF	*Luis Enrique Encisco	1400	250
Fresnillo	XEMA	*Jose M. Acevedo Moya	1340	100
Guadalajara	XEAD	*Alejandro Diaz	1310	150
"	XED	*Cia. Radiofonografica, S. A.	680	1,000
"	XEHK	*Carmen Villasenor	960	125
"	XEHL	*Radio Anunciadora Kist	1370	500
"	XEJB	Gobierno Del Estado de Jalisco	1010	5,000
"	XEDK	*Salvador Vazquez T.	1250	250
"	XELW	*Salvador Galindo de la Torre	1340	250
Guaymas	XEDR	*Modesto Ortega	1490	100
Guzman	XEBA	*Javier Velasco	1270	20
Hermosillo	XEBH	*Carlos Balderrama	920	1,000
Hidalgo del Parral	XEAT	*Amador Ronquillo	1250	250
" " "	XEJR	*Anastasio Gomez Gallardo	1490	100
Irapuato	XEBO	*Alfonso Martinez	1330	600
Juarez	XEF	*Gilberto Gil	1420	100
"	XEFV	*Dario Cordoba	1270	100
"	XEJ	*Pedro Meneses Jr.	970	1,000
"	XEP	*Esteban Parra	1300	500
Leon	XEFM	*Raul Ortiz Gonzalez	1270	20
Los Mochis	XEOX	*Felipe G. de Leon	1280	250
"	XECF	*Francisco Perez H.	1330	150
Magdalena	XEDJ	*Enrique Saralegui	1450	100
Matamoros	XEAM	*Manuel L. Salinas	1400	250
Mazatlan	XEDS	*Alejandro A. Schober	1420	500
"	XERJ	*Oscar Perez A.	610	500
Merida	XEFC	*Julio Molina Font	1340	100
"	XEFK	*M. Z. Espinosa	1450	100
"	XEME	*Perfecto Villamil Cisero	1270	400
"	XEZ	*Jorge L. Palomeque	600	2,000
Mexicali	XEAA	*Alberto Gonzalez	1340	200
"	XEAO	*Chavez y Castro Sucs.	910	250
"	XECL	*Alfonso A. Lacarra	990	5,000
Mexico City	XEAI	*Carmen Gutierrez	1320	500
" "	XEB	*El Buen Tono, S. A.	1220	20,000
" "	XEBS	*Maria Remedios Delgado	1410	200
" "	XEBZ	*Refugio Esparza Vda. de Vallezzi	660	100
" "	XEDA	*Pedro R. Diaz	1290	200
" "	XEDP	Radio Gobernacion	940	500[1]
" "	XEFO	*Partido Revolucion Mexicana	1110	5,000
" "	XEJP	*Delia Cubillas de Fernandez	1150	100
" "	XEK	*Arturo Martinez	970	200
" "	XEL	*Ramon Ferreiro R.	1260	250
" "	XELA	*Radio Metropolitana, S. A.	830	1,000
" "	XELZ	*Maria Cardona de Zetina	1440	250
" "	XEMC	*Dolores B. Estrada de F.	1590	200
Mexico City—*Continued*	XEMX	*Guillermo Robles	1380	100
" "	XEN	*Guillermina P. del Conde	690	1,000
" "	XEQ	*Radio Panamericana, S. A.	730	50,000
" "	XEQK	*Angel H. Ferreiro	1350	400
" "	XERC	*Radio Popular de Mexico, S. A.	790	500
" "	XERH	*Gabriel Hernandez Llergo	1500	400
" "	XESM	*Salvador San Martin	1470	500
" "	XEUN	Universidad Nacional de Mexico	860	1,000[1]
" "	XEW	*Cadena Radiodifusora Mexicana	900	100,000
Minatitlan	XEDW	*Hector Silva Canto	1260	250
Monterrey	XEFB	*Jesus Quintanilla	630	500
"	XEG	*Rodolfo Junco de la Vega	1050	50,000
"	XEH	*Radio Tarnava	1250	100
"	XEMR	*Enriques, Martinez	1370	500
"	XET	*El Pregonero del Norte, S. A.	990	5,000
"	XEX	*El Heraldo del Comercio, S. A.	1280	500
Morelia	XEI	*Tiburcio Ponce	1400	250
Navajoa	XEAJ	*Emilio Manzanilla	1400	100
"	XEGL	*Fauste M. Gomez	1270	500
Nogales	XEHF	*Gaston Mascarenas	1370	1,000
Nuevo Laredo	XEBK	*G. Guajardo y J. M. Cortes	1340	100
" "	XEDF	*Ruperto Villarreal	1260	250
" "	XEFE	*Rafael T. Carranza	960	250
" "	XENT	*Cia. Industrial Universal, S. A.	1140	50,000
Oaxaca	XEAX	*Alvaro Rodriguez A.	1270	500
Obregon	XEAP	*Emilio Manzanilla	1290	50
Orizaba	XEPP	*H. Sotomayor	1450	100
"	XETQ	*Francisco Campos H.	1370	250
Piedras Negras	XEMU	*Cia. Radio Difusora de Piedras Negras, S. A.	580	250
" "	XEMJ	*Jesus Fernando Elizondo	920	250
Progreso	XEOK	*A. P. Perez	1430	100
Puebla	XEHR	*Manuel R. Canale	1090	250
"	XECD	*Ricardo Vazquez	1170	350
Reynosa	XEAW	*Cia. Internacional Difusora de Reynosa	1570	100,000
"	XEAZ	*Carlos V. Rodriguez	1390	250
Sabinas	XEBX	*Miguel B. Rodriguez	610	250
Saltillo	XEKS	*J. Antonio de la Pena	1330	100
San Luis Potosi	XECZ	*Zeferino Z. Jiminez	1430	100
"	XEBM	*Benjamin Briones	1260	150
San Luis Rio	XEY	*Lucinda Arenas de Meza Millan	1450	250[3]
Tampico	XECA	*Nicolas M. Picot	1340	250
"	XEFW	*Flores y Martinez	810	300
"	XES	*Difusora Portena	1300	100
"	XETU	*Juan Perez Cardenas	1460	1,000
Tepic	XERK	*Dario Mondragon	1450	100
"	XEXT	Gobierno del Estado de Nayarit	980	1,000[1]
Teycoco	XEXE	H. A. de Texcoco	1450	100[3]
Tia Juana	XEAC	*Jorge I. Rivera	690	5,000
"	XEAU	*Manuel Acuna Varela	1470	250
"	XEBG	*Angel B. Fernandez	1550	1,000
"	XEC	*Luis E. Enciso	1310	100
"	XEGM	*Rita Mayans y Gustavo Faist F.	950	2,500
"	XELO	*Cia. Radiodifusora de Piedras Negras, S. A.	1190	10,000
"	XEMO	*Fernando Frederico Ferreira	860	5,000
"	XEON	*Cia. Radiodifusora Mexicana, S. A.	1420	2,000
"	XERB	*Radiodifusora Internacional, S. A.	1090	50,000
Toluca	XECH	*Rodolfo Llamas	1490	250[3]
"	XEXS	Institute Cientifico y Literario	1340	75[1]
Torreon	XEBP	*Alejandro O. Stevenson Jr.	1260	250
"	XEBQ	*Maria R. Acosta	1450	100
"	XETB	*Aurelio G. Zaragoza	1350	500

MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tuxpan	XETL	*Calixto Almazan	1390	250
Vera Cruz	XETF	*Jose Rodriguez Lopez	1250	500
"	XEHV	*J. A. Palavicini	1310	1,000
"	XEU	*Fernando Pazos y Cia.	960	500
Victoria	XEBJ	*Fernando Elizalde	1450	100
Villa Acuna	XEDH	*Vicente Hernandez	1340	200
Zacatecas	XELK	*Macias y Acevedo	1280	100
Zamora	XEGC	*Guillermo Calzada	1450	100
		SHORTWAVE STATIONS		
Guadalajara	XEDQ	*Cia. Radiofonografica, S. A.	6155	100
"	XEJG	Gobierno del Estado de Jalisco	4820	200
Hermosillo	XEBR	*Carlos Balderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	250
Mexico City	XEBT	*El Buen Tono, S. A.	6000	10,000
"	XEQQ	*Radio Panamericana, S. A.	9680	1,000
"	XEUZ	*Partido Revolucion Mexicana	6130 11880	100
"	XEWW	*Cadena Radiofusora Mexicana	9500 15160	10,000
Morelia	XEKW	*Jose Martinez Ramirez	6030	500
Puebla	XECC	*Ricardo Vazquez A.	6185	50
Tampico	XETW	*Flores y Martinez	6045	100
Vera Cruz	XEFT	*Jose Rodrigeus Lopez	9545	12
"	XEUW	*Fernando Pazos Sosa	6020	250
		CULTURAL STATIONS		
Mexico City	XEWI	Institucion Mundial de la V. I.	6015	400[2]
		OFFICIAL STATIONS		
Mexico City	XECR	Secretaria de Ralaciones Exteriores	7380	20,000[1]
"	XEXA	Radio Gobernacion	6175	100[1]
"	XEYU	Universidad Nacional de Mexico	9600	250[1]

Log compiled as of Nov. 1, 1941.

[1] Official station, does not sell advertising.

[2] Cultural station, does not sell advertising.

[3] Suspended temporarily.

NICARAGUA

[Receiving Sets, 4,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bluefields	YKCM	*Ecos del Caribe	9660	100
Granada	YNLAT	*Voz del Monbaoho	7670	100
Leon	YNDE	*Gilfillan	7660	100
"	YNJAT	*La Voz del Aire	5758	600
Managua	YNLG	*Estacion Radio Emisora Nacional	6610	1,000
"	YN7GG	*La Voz de los Lagos	6535	400
"	YNPR	*Pilot	8590	800
"	YNRS	*Radiodifusora Nicaraguense	6760	1,000
Hasaya	YN7AG	*Oriente y Mediodia	7670	50

Log compiled as of Nov. 15, 1941.

PANAMA

[Receiving Sets, 32,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HOK	*La Voz de la Victor	780	250
Panama City	HP5C	*Radio Miramar	730	500
"	HOC	*La Voz de la Victor	1440	25
		SHORT WAVE STATIONS		
Colon	HP5F	*La Voz de Colon	6100	150
"	HP5K	*La Voz de la Victor	6000	500
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	300
"	HP5B	*Radio Miramar	6030	150
"	HP5G	*Ron Dalley	11780	500
"	HP5H	*La Voz del Pueblo	6122	200
"	HP5J	*La Voz de Panama	9595	250
"	HOA	*Ron Dalley	2340	500

Log compiled as of Nov. 15, 1941.

WORLD TIME CONVERSION CHART IN HOURS

Greenwich Meridian Time, London, England.	Central Europe, Berlin, Geneva, Stockholm, Vienna.	Eastern Europe, Athens, Cape Town, Cairo, Moscow.	Arabia, Armenia, Ethiopia, Madagascar.	Mauritius, Persia, Reunion Island.	Central Russia, Bombay, India.	Calcutta, Novosibirsk Russia, Tibet.	French Indo China, Siam, Sumatra.	Shanghai, China Philippine Islands. Perth, Australia.	Central Australia, Tokyo, Japan.	Eastern Australia, Melbourne, Sydney	New Zealand.	International Date Line, Fiji Islands.	Nome, Alaska, Samoa Islands.	Hawaiian Islands.	Eastern Alaska, Dawson, Juneau.	Pacific Standard Time, Los Angeles, Seattle.	Mountain Standard Time, Calgary, Denver, Phoenix.	Central Standard Time, St. Louis Costa Rica.	Eastern Standard Time, Montreal New York, Peru.	Atlantic Standard Time, Argentina, Nova Scotia.	Greenland, Rio de Janeiro, Brazil	Azores.	Iceland, Canary Islands.
0000	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11:30 AM	Noon	1PM	1:30 PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM
0100	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	12:30 PM	1PM	2PM	2:30 PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night
0200	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1:30 PM	2PM	3PM	3:30 PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM
0300	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2:30 PM	3PM	4PM	4:30 PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM
0400	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3:30 PM	4PM	5PM	5:30 PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM
0500	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4:30 PM	5PM	6PM	6:30 PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM
0600	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5:30 PM	6PM	7PM	7:30 PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM
0700	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6:30 PM	7PM	8PM	8:30 PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM
0800	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7:30 PM	8PM	9PM	9:30 PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM
0900	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8:30 PM	9PM	10PM	10:30 PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM
1000	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9:30 PM	10PM	11PM	11:30 PM	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM
1100	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10:30 PM	11PM	Mid Night	12:30 AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM
1200	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11:30 PM	Mid Night	1AM	1:30 AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM
1300	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12:30 AM	1AM	2AM	2:30 AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon
1400	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1:30 AM	2AM	3AM	3:30 AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM
1500	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2:30 AM	3AM	4AM	4:30 AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM
1600	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3:30 AM	4AM	5AM	5:30 AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM
1700	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4:30 AM	5AM	6AM	6:30 AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM
1800	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5:30 AM	6AM	7AM	7:30 AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM
1900	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6:30 AM	7AM	8AM	8:30 AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM
2000	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7:30 AM	8AM	9AM	9:30 AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM
2100	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8:30 AM	9AM	10AM	10:30 AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM
2200	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9:30 AM	10AM	11AM	11:30 AM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM
2300	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10:30 AM	11AM	Noon	12:30 PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM

With this chart you can convert standard time in any time zone to GMT or tell what time it is in other parts of the world. To correctly use this chart visualize each horizontal line as a complete circle. From your time zone tracing horizontally to the right it will be tomorrow when you pass midnight and yesterday when you pass the international date line. To the left it will be yesterday when you pass midnight and tomorrow when you pass the international date line. There is no change in date when you pass both midnight and the international date line going in one direction. For instance at 8 PM in New York Eastern Standard Time it is 2 AM tomorrow in Berlin, Germany and 11 AM tomorrow in Sydney, Australia. Always trace in the shortest direction from your time zone to find what time it is in any other zone. Reproduced through courtesy of Radio Amateur Call Book, Inc., Chicago, Ill., U. S. A.

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DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from U. S. Bureau of Foreign and Domestic Commerce and Radio Administrations of Some Countries

** Denotes time is sold for advertising, according to best available information*

ARGENTINA

[Receiving Sets, 1,050,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahia Blanca	LU2	*Radio Bahia Blanca (Camilio V. Bertorini)	900	5,000
"	LU3	*Radio (Red Argentina de Emisoras Splendid)	1150	10,000
"	LU7	*Radio General San Martin (Filomena Z. de Gennari e Hijos)	1240	2,500
Buenos Aires	LR1	*Radio El Mundo (Empresa Edit. Haynes Ltda. S. A.)	1070	50,000
"	LR2	*Radio Argentina (Alfredo Schroeder)	910	6,000
"	LR3	*Radio Belgrano (Jaime Yankeevich)	950	90,000
"	LR4	*Radio Splendid (Antonio C. Devoto)	900	50,000
"	LR5	*Radio Excelsior (Alfredo B. Dougall)	830	25,000
"	LR6	*Radio Mitre (S. A. La Nacion)	870	25,000
"	LR9	*Radio Fenix (Gregorio Echavarria)	1030	5,000
"	LRA	Radio del Estado (Direccion General de Correos y Telegrafos)	750	10,000
"	LS1	*Radio Municipal (Municipalidad de la Capital)	710	50,000
"	LS2	*Radio Prieto (Teodoro Prieto)	1190	15,000
"	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	12,000
"	LS5	*Radio Rivadavia (Enrique Caride)	1110	5,000
"	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	6,000
"	LS9	*Radio La Voz del Aire (S. A. La Voz del Aire)	1270	6,000
"	LS10	*Radio Callao (Victor J. Ruano)	590	6,000
Catamarca	LW7	*Radio (Red Argentina de Emisoras Splendid	730	1,000
Com. Rivadavia	LU4	*Radio Comodoro Rivadavia (Cia. Broadcasting de la Patagonia)	640	5,000
Cordoba	LV2	*Radio Central (Luis Maunier)	960	5,000
"	LV3	*Radio Cordoba (Alberto P. Brouard)	620	15,000
"	LW1	*Radio (Red Argentina de Emisoras Splendid)	790	15,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	1,000
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	2,500
"	LV6	*Radio (Red Argentina de Emisoras Splendid)	630	10,000
Mar del Plata	LU6	*Radio Atlantica (Jose Zaccagnini)	1300	500
Neuquen	LU5	*Radio	1130	1,000
La Plata	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	500
"	LS11	*Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1310	30,000
Posadas	LT4	*Radio (Red Argentina de Emisoras Splendid)	1010	1,000
Resistencia	LT5	*Radio Chaco (Jose M. Noveri)	1080	1,500
Rio Gallegos	LU12	*Radio Rio Gallegos (Cia. Broadcasting de la Patagonia)	680	1,000
Rosario	LT1	*Radio del Litoral (Fernando Maliandi)	780	10,000
"	LT2	*Radio (Red Argentina de Emisoras Splendid)	1230	15,000
"	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1160	5,000
"	LT8	*Radio Rosario (Alfredo B. Dougall)	840	3,000
Salta	LV9	Radio Provincia de Salta (Gobierno Prov. Salta)	970	1,000

ARGENTINA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Juan	LV1	*Radio Graffigna (S. A. Graffigna Ltda.)	560	5,000
"	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1090	1,500
San Rafael	LV4	*Radio San Rafael (Julio Silva)	690	1,000
Santa Fe	LT9	*Radio Roca Soler (Roca Hermanos y Cia.)	1200	1,000
"	LT10	Radio del Inst. Social de la Universidad Litoral	1320	500
Stgo. del Estero	LV11	*Radio del Norte (S. A. El Liberal)	1170	2,500
Tucuman	LV7	*Radio Tucuman (Gongalez Acha y Munoz)	820	2,500
"	LV12	*Radio Aconquija (Soc. Resp. Lda. Radio Aconquija)	580	5,000
		SHORTWAVE STATIONS		
Buenos Aires	LRU	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	15290	7,000
"	LRX	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	9660	7,000
"	LRA2 LRA3	Radio del Estado (Direccion General de Correos Telegrafos)	6180 11730	10,000
"	LRA1	Radio del Estado (Direccion General de Correos Telegrafos)	9690	10,000
"	LRA5	Radio del Estado (Direccion General de Correos Telegrafos)	17830	10,000

Log compiled as of Nov. 15, 1941.

BOLIVIA

[Receiving Sets, 40,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CPX	*Radio Nacional	1400	1,200
"	CP4	*Radio Illimani	1040	10,000
"	CP8	*Radio America	1450	50
"	CP9	*Radio America, S. A.	1450	1,000
"	CP10	*Radio LaPaz	1090	100
"	CP14	*Radio La Noche	1250	100
"	CP16	*Radio Paris	1200	100
"	CP18	*Radio Kosmos	1300	50
"	CP19	*Radio Cultura	950	50
"	CP20	*Radio Condor	900	100
"	CP24	*Radio Sucre	680	30
"	CP29	*Radio Fides	1350	250
"	CP31	*Radio Patria	1000	30
"	CP34	*Radio Norte	1550	50
		SHORTWAVE STATIONS		
La Paz	CP3	*Radio Nacional	9510	1,200
"	CP5	*Radio Illimani	6200	1,000
"	CP12	*Radio Fides	6150	250
"	CP31	*Radio Patria	6000	50

Log compiled as of Nov. 15, 1941.

BRAZIL

[Receiving Sets, 500,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aracatuba	PR18	*Radio Cultura de Aracatuba	1460	100
Araguari	PRY3	*Soc. Radio Araguari	970	250
Araraquara	PRD4	*Radio Cultura de Araraquara	1370	500
Bauru	PRG8	*Bauru Radio Club	1210	250
Belo Horizonte	PRC6	*Radio Difusora Brasileira	1510	100
" "	PRC7	*S. A. Radio Mineira	690	4,500
" "	PRH6	*Radio Sociedade Guarani	1340	4,500
" "	PRI3	*Radio Inconfidencia de Minas Geraes	880	30,000
Botucatu	PRF8	*Radio Emissora de Botucatu	1530	100

BRAZIL—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Blumenau	PRC4	*Radio Club de Blumenau	1330	500
Campinas	PRC9	*Radio Educadora de Campinas	1170	500
Campo Grande	PRI7	*Radio Difusora de Campo Grande	1510	....
Campos	PRF7	*Sociedade Radio Cultura de Campos	1330	2,000
Corumba	ZYA2	*Radio Difusora Matogrossense	1470	1,000
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	640	500
Curityba	PRB2	*Radio Club Paranaense	1440	2,000
Fortaleza	PRE9	*Ceara Radio Club	1320	2,000
Jaboticabal	PRG4	*Radio Club de Jaboticabal	1250	2,600
Jau	PRG7	*Radio Sociedade Jauense	1010	1,000
Joao Pessoa	PRI4	*Radio Tabajara	1110	10,000
Juiz de Fora	PRB3	*Radio Sociedade Juiz de Fora	1010	500
Marilia	PRI2	*Radio Club de Marilia	1090	840
Niteroi	PRD8	Radio Club Fluminense	1320	4,000
"	PRE6	*Radio Sociedade Fluminense	1470	5,000
Pelotas	PRC3	*S. A. Radio Pelotense	580	500
"	PRH4	*Sociedade Difusora Radio Cultura de Pelotas	1320	1,000
Petropolis	PRD3	*Petropolis Radio Difusora	1480	1,000
Piracicaba	PRD6	*Radio Club de Piracicaba	820	250
Pocos de Caldas	PRH5	*Radio Cultura de Pocos de Caldas	1160	250
Ponta Grossa	PRJ2	*Radio Club Pontagrossense	1240	400
Porto Alegre	PRC2	*Radio Sociedade Gaucha	680	20,000
" "	PRF9	*Radio Difusora Porto Alegrense	640	5,000
" "	PRH2	*Radio Sociedade Farroupilha	600	125,000
Presidente Prudente	PRI5	*S. A. a Voz do Sertao	970	250
Recife	PRA8	*Radio Club de Pernambuco	720	25,000
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	730	4,000
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	250
Rio de Janeiro	PRA2	Ministerio da Educacao	800	1,000
"	PRA3	*Radio Club do Brasil	860	10,000
"	PRA9	*Radio Sociedade Mayrink Veiga	1220	80,000
"	PRB7	*Radio Educadora do Brasil	900	5,000
"	PRC8	*Radio Sociedade Guanabara	1360	30,000
"	PRD2	*Radio Cruzeiro do Sul	1060	40,000
"	PRD5	Radio Difusora da Prefeitura do Distrito Federal	1400	1,000
"	PRE2	*Radio Vera Cruz S. A.	1430	5,000
"	PRE3	*Sociedade Radio Transmissora Brasileira	1180	30,000
"	PRE8	*Sociedade Radio Nacional	980	20,000
"	PRF4	*Radio Jornal do Brasil	940	10,000
"	PRG3	*Radio Tupy S. A.	1280	10,000
"	PRH8	*Radio Ipanema S. A.	1130	5,000
Rio Preto	PRB8	*Radio Rio Preto	640	2,600
Santos	PRB4	*Radio Club de Santos	1450	1,000
"	PRG5	*Sociedade Radio Atlantica	580	3,000
Sao Manuel	PRI6	*Radio Club de Sao Manuel	1510	100
Sao Paulo	PRA5	*Radio Sao Paulo	1260	5,000
"	PRA6	*Radio Educadora Paulista	890	5,000
"	PRB6	*Radio Cruzeiro do Sul	1200	25,000
"	PRB9	*Radio Sociedade Record	1000	20,000
"	PRE4	*Sociedade Radio Cultura a Voz do Espaco	1300	7,000
"	PRE7	*Radio Cosmos S. A.	1440	24,000
	PRF3	*Radio Difusora Sao Paulo	960	5,000
"	PRG2	*Radio Tupy S. A.	1040	24,000
"	PRG9	*Radio Excelsior	1100	25,000
"	PRH3	*Radio Piratininga	620	20,000
"	PRH9	*Sociedade Bandeirante de Radio Difusao	840	5,000
Sao Salvador	PRA4	*Radio Sociedade da Bahia	740	10,000
Sorocaba	PRD7	*Radio Club de Sorocaba	1080	500
"	PRD9	*Radio Sociedade de Soracaba	970	250
Uberaba	PRE5	*Radio Sociedade do Triangulo Mineiro	1390	1,000
Vitoria	PRI9	*Radio Club do Espirito Santo	1350	1,000

SHORTWAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Recife	PRA8	*Radio Club de Pernambuco	6010	5,000
Rio de Janeiro	PRF5	Radio Internacional do Brasil	21550	60,000

Log compiled as of Nov. 8, 1940. No later data available.

BRITISH GUIANA

[Receiving Sets, 5,000. Set Tax, B.G. $1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Georgetown	ZFY	*United Broadcasting Co. Ltd.	6130	650

Log compiled as of Nov. 20, 1941.

CHILE

[Receiving Sets, 200,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma Pedreni	1270	100
"	CA141	*Angel Garcia y Cia.	1410	1,000
Chillan	CC127	*Rafael Barrios	1270	100
"	CC133	*Adriana Paguegy de Lagos	1330	150
Concepcion	CC64	*Mario Saez L.	640	1,000
"	CC117	*Frederico Sanchez	1170	100
"	CC141	*Pedro Lopez de Heredia	1410	100
Coquimbo	CA96	*Cesar Nieme Apey	960	200
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Osorno	CD84	*Soc. Agricola y Canadera de Osorno	840	1,500
Puerto Montt	CD101	*Soc. Radio-Emisoras "Sur de Chile"	1010	1,000
" "	CD147	*Ernesto Riedel	1470	100
Punta Arenas	CD103	*Ramon Verde Ramos	1030	100
"	CD111	*Emilio Turina	1110	100
"	CD113	*Julio Femenias Loyola	1130	1,000
"	CD136	*Inez Diez Paz	1360	100
Quillota	CB113	*Leopoldo Giraudo G.	1130	100
Rancagua	CC109	*Jorge Romero	1090	100
"	CC145	*Alan Rojas	1450	100
San Antonio	CB140	*Soc. Radiodifusora Onda Azul Ltda.	1400	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	10,000
"	CB62	*International Machinery Co.	620	1,000
"	CB76	*Cooperativa Vitalicia	760	1,000
"	CB89	*Otto Becker Ltda.	890	1,500
"	CB93	*Orlandini y Raggio Ltda.	930	8,000
"	CB97	*Soc. Chilena de Rad. y Prop.	970	1,000
"	CB101	*Heriberto Bewais	1010	1,000
"	CB106	*Manuel Casablanca	1060	5,000
"	CB114	*Ricardo Vivado	1140	5,000
"	CB118	*Barra Pairoa y Cia.	1180	7,000
"	CB126	*S. C. R. S. A.	1260	10,000
"	CB130	*Horacio Hevia	1300	2,000
"	CB134	*Amilcar Locci J.	1340	2,000
"	CB138	*Empresa Per. El Mercurio	1380	5,000
"	CB144B	*Clark Hnos.	1440	2,000
"	CB144C	*Oscar Moraga	1440	100
"	CB150	*RCA Victor Chilena	1500	50,000
Talca	CC67	*Ramon Abasolo	670	100
"	CC143	*Enrique Garcia	1430	100
"	CC84	*Francisco Morales	840	100
Temuco	CD90	*de Mayo Hnos.	900	1,000
"	CC125	*Carlos Kaehler	1250	100
Tocopilla	CA90	*Hilda Cuellar	900	100
Valdivia	CD64	*Soc. Radio-Emisoras "Sur de Chile"	640	1,000
"	CD132	*Carlos Cockbaine	1320	1,000
Valparaiso	CB78	*Cooperativa Vitalicia	780	6,000
"	CB84	*Angel Prieto	840	200
"	CB90	*Empresa Per. El Mercurio	900	1,000
"	CB103	*Universidad Tecnica Santa Maria	1030	400
"	CB116	*Elera Montano Solar	1160	1,000
"	CB120	*Viles & Cia.	1200	1,000

CHILE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Valparaiso—Continued	CB124	*Ramon y Fernando Garcia y Cia.	1240	250
"	CB132	*David Wallace	1320	1,000
"	CB147	*Calcagno y Widow Ltda.	1470	1,000
Vina del Mar	CB64	*Adriano Iz	640	1,000
"	CB69	*Renard y Garcia Tello	690	1,000
"	CB111	*Joaquin Venegas	1110	500
		SHORTWAVE STATIONS		
Santiago	CE960	*Horacio Hevia	9600	1,200
"	CE1170	*Otto Becker Ltda.	11700	300
"	CE1174	*Orlandini y Raggio Ltda.	11740	4,000
"	CE1180	*Soc. Nacional de Agricultura	11800	1,000
Valdivia	CE1190	*Soc. Radio-Emisoras "Sur de Chile"	11900	250
Valparaiso	CE970	*Cooperativa Vitalicia	9700	10,000

[1] Not expected to start operating before June, 1942.
Log compiled as of Nov. 15, 1941.

COLOMBIA

[Receiving Sets, 166,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguadas (Caldas)	HJFJ	Botero Florez (Cultural)	1500	25
Armenia	HJFI	*Angel & Jaramillo	1540	500
"	HJFG	*Alfonso Toro	1245	500
"	HJFM	*Botero & Cia.	1210	500
Barranquilla	HJAA	*Alfonso Rosalez Navarro	1330	500
"	HJAH	*Emisora Atlantico, S. A.	1080	1,000
"	HJAI	*Julian Melendez	1370	500
"	HJAK	*Vassalo Hijos	1310	500
"	HJAN	*Paez Reina & Bernal	1190	1,000
"	HJAS	*Miguel A. Ruiz	1500	250
"	HJAT	*D. V. De Haayen	1275	100
Bogota	HJCB	*Colombia Bcstg., S. A.	1105	100
"	HJCC	*Gustavo Uribe	870	5,000
"	HJCE	*Gustavo Uribe	1220	1,000
"	HJCG	*Julio Bernal	1060	500
"	HJCI	*Manuel J. Gaitan	810	2,500
"	HJCJ	*Manuel J. Gaitan	1380	500
"	HJCK	*Anez & Tobon Sierra	1290	500
"	HJCM	*Colombia Bcstg., S. A.	970	500
"	HJCN	*Roberto Laignelet	1335	500
"	HJCO	*Jesus M. Garcia	1160	1,000
"	HJCR	Emisora Nacional (Cultural)	1200	5,000
"	HJCS	*Cia. Radiodifusion Colombiana	920	50,000
"	HJCU	*Cristobal Paez	720	5,000
"	HJCW	*Jesus M. Garcia	1445	750
"	HJCZ	*Cipriano Rios Hoyos	1040	2,500
Bucaramanga	HJGK	*Francisco Bueno	1280	500
"	HJGE	*G. Sorzano	1330	1,000
Buenaventura	HJES	*Francisco Rodriguez D.	1525	100
Buga	HJEI	*Hernando Bueno	1410	100
"	HJEP	*Sociedad Voces de Occidente	1485	500
Cali	HJEB	*Eduardo Cordoba	1150	500
"	HJEF	*Hernando Bueno	1340	250
"	HJEE	*Jose T. Calderon	1090	500
"	HJEC	*Rafael Angulo	1300	500
"	HJEL	*Hernando Bueno	1260	500
"	HJEM	*Arturo Salazar	1510	500
"	HJEN	*Alfonso Mesa Vargas	1370	500
"	HJER	*Cesar M. Mazuera	1395	500
Cartagena	HJAD	*Laboratorios Fuentes	1440	250
"	HJAF	*Laboratorios Fuentes	1240	500
"	HJAR	*Lequerica Hermanos	1400	500

COLOMBIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cartago	HJEO	*Daniel Benitez	1230	500
Cienaga	HJBE	*Elveiralde Pereira	1460	250
Cucuta	HJBC	*Pompilio Sanchez	1270	500
Girardot	HJCV	*A. U. Rubiano	1430	100
"	HJCL	*C. J. Sanchez	1460	100
Guaduas	HJCP	*Ruperto Agulero Leon	1530	250
Ibague	HJFL	*Luis E. Martinez	1440	100
"	HJFC	*Vicente G. Rondon	1500	100
Magangue	HJAC	*Manuel A. Varela	1420	100
Manizales	HJFD	*C. A. Radio Manizales	1390	500
"	HJFX	*Antonio Pinzon H.	600	1,000
Medellin	HJDC	*Francisco Cuartas	1350	500
"	HJDA	*Humberto Restrepo A.	1285	500
"	HJDK	*Cia. Colombiana de Radiodifusion	1250	500
"	HJDM	*Prospero Aguirre	1520	500
"	HJDQ	*Cia. Antioquera de Radiodifusion	1320	750
"	HJDR	*Torres, Toro & Co.	1380	500
"	HJDT	*Alfonso Jaramillo	1150	500
"	HJDU	*Universidad de Antioquia	1490	250
Monteria	HJAL	*Julio Cesar Patino	1465	500
Neiva	HJFN	*Heliodoro Tamayo	1420	100
Ocana	HJBF	*Luis Linero	1525	100
Palmira	HJEJ	*Rafael Angulo	1460	500
"	HJEQ	*Regulo Benitez	1180	500
Pamplona	HJBA	*Gonzalo Vargas	1400	100
Pasto	HJHA	*Soc. Radio Narino	1350	500
"	HJHB	*Hernando Bueno	1170	500
Pereira	HJFE	*Cesar & Mario Arango	1470	500
"	HJFF	*Antonio Giraldo	1350	500
Popayan	HJEG	*M. M. de Valencia	1450	500
"	HJEA	*Jesus Hernando Hormaza	1500	500
Santa Marta	HJBH	*Manuel C. Conde	1410	500
"	HJBJ	*J. A. Sanchez	1140	500
Santander	HJEH	*Escuela Rafael Tello (Cultural)	1550	25
Tulua (Valle)	HJEK	*Eduardo Gardezabal	1430	100
Tunja	HJGA	*Pedro Martinez	1425	250
		SHORTWAVE STATIONS		
Armenia	HJFH	*Botero & Cia.	4875	500
Barranquilla	HJAB	*Paez Reina & Bernal	4875	2,500
"	HJAG	*Emisora Atlantico, S. A.	4905	750
Bogota	HJCD	*Colombia Broadcasting, S. A.	6160	750
"	HJCF	*Gustavo Uribe	6073	750
"	HJCH	*Manuel J. Gaitan	4895	750
"	HJCQ	Mineconomia (Cultural)	4955	150
"	HJCT	Emisora Nacional (Cultural)	9630	2,500
"	HJCX	*Cipriano Rios Hoyos	6018	750
Bucaramanga	HJGB	*Francisco A. Bueno	4775	2,500
Cali	HJED	*Eduardo Cordoba	4825	750
"	HJEX	*Cesar M. Mazuera	4845	1,500
Cartagena	HJAE	*Laboratorios Fuentes	4965	750
"	HJAP	*Lequerica Hermanos	4925	750
Cucuta	HJBB	*Pompilio Sanchez	4815	750
Manizales	HJFB	*Cia. Radio Manizales	4765	750
Medellin	HJDE	*Cia. Colombiana de Radiodifusion	6145	5,000
"	HJDP	*Cia. Antioquera de Radiodifusion	4885	1,000
"	HJDX	*F. Cuartes	4795	750
Pereira	HJFK	*Sociedad La voz Amiga	6097	2,500
"	HJFA	*Cesar & Mario Arango	6054.3	750
Quidbo	HJDG	*Intendencia del Choco (Cultural)	4805	500

Log compiled as of Nov. 15, 1941.

ECUADOR

[Receiving Sets, 6,800. Set Tax, 10 Sucres]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2CW	*Ondas del Pacifico	900	25
"	HC2ET	*Diario El Telegrafo	1131	100
"	HC2JB	*Ecuador Radio	1250	200
"	HC2RB	*La Voz del Litoral	1250	100
"	HC2OAD	*Radio Guayaquil	900	100
"	HC2AJ	*Cia. Radiodifusora del Ecuador	1050	1,000
Quito	HCJB	*La Voz de los Andes	978	50
"	HC1ETC	*Radio Teatro Bolivar	1304	300
"	HCQR	*Radio Quito	1330	300
		SHORTWAVE STATIONS		
Ambato	HC1VT	*La Voz de Tungurahua	4300	250
Cuenca	HC1AO	*La Voz de Tomebamba	4200	200
Guayaquil	HC2OAD	*La Voz del Alma	9200	200
"	HC2CW	*Ondas del Pacifico	8400	50
"	HC2ET	*Diario El Telegrafo	9200	300
"	HC2AK	*Cia. Radiodifusora del Equador	9307	1,000
"	HC2JB	*Ecuador Radio	7854	300
Ibarra	HC1IM	*La Voz de Imbabura	4020	300
Portoviejo	HCJB4	*La Voz de Manabi	3645	80
Quito	HCJB	*La Voz de los Andes	12455 4107	10,000 200
"	HC1ET	*Radio Teatro Bolivar	9350	300
"	HC1PM	*El Palomar	5725	150
"	HC1GQ	*Nariz del Diablo	9163 3710	150 80
"	HCQRX	*Radio Quito	5970	300
"	HC1CC	Congreso Eucaristico	7461	40

Log compiled as of Nov. 15, 1941.

PARAGUAY

[Receiving Sets, 12,500. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZP1	*Atilio C. Bajac	970	100
"	ZP4	*Isern & Sacarello	730	100
"	ZP5	*Alfonso Sa	1360	100
"	ZP6	*Jordan Livieres	1300	100
"	ZP10	*Noriega Hnos. & Franco	1330	100
"	ZP11	*Juventud Antoniana	1200	100
"	ZP17	*Hanemann Hnos.	1030	100
Encarnacion	ZP7	*Julio Cormillot	900	100
		SHORTWAVE STATIONS		
Asuncion	ZPA1	Paraguayan Government	6070	3,000
"	ZPA2	*Teleco Paraguaya, S. A.	11721	5,000
"	ZPA6	*Teleco Paraguaya, S. A.	7890	5,000
"	ZPA7	*Teleco Paraguaya, S. A.	15780	5,000
"	ZPO3	*Teleco Paraguaya, S. A.	13333	5,000

NOTE: Several reallocations and changes in licensee are scheduled for regular broadcast stations early in 1942.
Log compiled as of Nov. 15, 1941.

PERU

[Receiving Sets, 70,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Arequipa	OAX6C	*Radio Continental	1370	300
Callao	OAX4C	*Radio Callao	1160	300
Ica	OAX5B	*Radio Universal	1460	200
Lima	OAX4A	Radio Nacional	854	10,000
"	OAX4B	*Radio Lima	1200	250
"	OAX4E	*Radio Goicochea	960	250
"	OAX4I	*Radio Internacional	1320	250
Miraflores	OAX4L	*Radio Miraflores	1250	200

PERU—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORTWAVE STATIONS		
Arequipa	OAX6A	*Radio Arequipa	6042.6	100
"	OAX6B	*Radio Sur	6035	150
"	OAX6D	*Radio Continental	9500	300
"	OAX6E	*Radio Continental	6055	300
Chiclayo	OAX1A	*Radio Delcar	6150	200
Cuzco	OAX7A	*Radio Cuzco	6128	100
Huancayo	OAX4P	*Radio Huancayo	6200	250
Huanuco	OAX3A	*Radio Huanuco	6115	400
Ica	OAX5C	*Radio Universal	9590	150
Lima	OAX4Z	*Radio Nacional	6082	15,000
"	OAX4T	*Radio Nacional	9562	10,000
"	OAX4G	*Radio Lima	6190	250
"	OAX4J	*Radio Internacional	9520	200
"	OAX4K	*Radio Goicochea	9545	250
Trujillo	OAX2A	*Radio La Nacion	6000.57	250

Log compiled as of Nov. 15, 1941.

URUGUAY

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Carmelo	CW7	*Radio Carmelo	650	250
Colonia	CW1	*Radio Popular	550	4,500
Dolores	CW46B	*Radio Liceo de Dolores	1460	50
Montevideo	CX4	Direccion de Agronomia	610	5,000
"	CX6	Servicio Oficial de Difusion Radioelectrica	650	20,000
"	CX8	*Radio Jackson	690	500
"	CX10	*Radio Ariel	730	1,000
"	CX12	*Radio Oriental	770	5,000
"	CX14	*El Espectador	810	5,000
"	CX16	*Radio Carve	850	10,000
"	CX18	*Radio Sport	890	5,000
"	CX20	*Radio Montecarlo	930	2,000
"	CX22	*Radio Universal	970	1,500
"	CX24	*La Voz del Aire	1010	2,500
"	CX26	*Radio Uurguay	1050	2,000
"	CX28	*Radio Imparcial	1090	3,000
"	CX30	*Radio Nacional	1130	1,000
"	CX32	*Radio Aguila	1170	500
"	CX34	*Radio Artigas	1210	500
"	CX36	*Centenario Broadcasting	1250	250
"	CX38	Servicio Oficial de Difusion Radioelectrica	1290	5,000
"	CX40	*Radio Fenix	1330	500
"	CX42	*Tribuna Sonora	1370	500
"	CX44	*Radio Monumental	1410	250
"	CX46	*Radio America	1450	1,500
"	CX48	*Radio Femenina	1490	1,500
"	CX50	*Radio El Mundo	1530	300
"	CX52	*Radio Editorial Soriano	1570	50
Paysandu	CW35	*Paysandu Broadcasting	1240	250
"	CW39	*La Voz de Paysandu	1320	100
Rivera	CW19A	*Radio Charrua	1340	60
"	CW43B	*Radio Internacional	1480	300
Rocha	CW19	*Difusora Rochense	1340	50
Salto	CW23	*Radio Cultural	820	250
"	CW27	*Radio Tabare	680	250
"	CW31	*Salto Broadcasting	1120	250
San Jose	CW41	*Broadcasting San Jose	1360	50
"	CW47A	*Radio Welcome	1510	100
Tacuarembo	CW46A	*Difusora Zorrilla de San Martin	1400	2,000
Treinta y Tres	CW45	*Difusora Treinta y Tres	1390	60

URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORTWAVE STATIONS		
Colonia	CXA8	*Radio Real de San Carlos	9640	5,000
"	CXA11	*Radio Real de San Carlos	11820	1,000
Montevideo	CXA2	*Radio Continental	6000	5,000
"	CXA4	Servicio Oficial de Difusion Radioelectrica	6125	5,000
"	CXA6	Servicio Oficial de Difusion Radioelectrica	9620	20,000
"	CXA10	Servicio Oficial de Difusion Radioelectrica	11895	20,000
"	CXA18	Srevicio Oficial de Difusion Radioelectrica	15300	20,000
"	CXA19	El Espectador	11705	1,000
"	CXA21	Radio Fenix	6170	1,000
"	CXA30	Radio Nacional	6035	1,000

Log compiled as of Nov. 15, 1941.

VENEZUELA

[Receiving Sets, 138,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barcelona	YV6RE	*L. J. Arreaza A.	1080	300
Barquisimeto	YV3RA	*Arturo Ramos Maggi	1270	250
"	YV3RE	*A. Segura	1240	1175
Bolivar	YV6RA	*Enrique Torres Valencia	1400	960
Caracas	YV5RA	*Almacen Americano	960	13,000
"	YV5RB	*Herman Degwitz	790	7,250
"	YV5RG	*Gonzalo Veloz Mancera	1010	1,480
"	YV5RH	*J. M. Pellin	720	1,500
"	YV5RI	*Oscar Vicentelli	590	1750
"	YV5RL	*Ponce & Viggiani	1160	1,150
"	YV5RQ	*Jesusa Gonzalez	880	1,820
Coro	YV1RW	*Roger Leyba	1370	300
La Guaira	YV5RZ	*Gonzalo Veloz Mancera	1050	770
Maracaibo	YV1RA	*Luis Garcia N.	1300	150
"	YV1RC	*Pedro A. Bermudez	1400	800
"	YV1RD	*G. Govea & G. Nove	1150	200
"	YV1RF	*N. V. Quintero	1120	845
"	YV1RK	*Jose A. Higuera	1250	675
Maracay	YV4RL	*Atilio Ormezzano	1430	300
Puerto Cabello	YV4RR	*R. A. Segura	1470	800
San Cristobal	YV2RB	*J. Diaz Gonzalez	980	500
Valencia	YV4RA	*G. Degwitz	1350	1,280
"	YV4RE	*Miguel Ache	1400	1,750
		SHORTWAVE STATIONS		
Acarigua	YV3RF	*P. Sigala	3490	160
Barcelona	YV6RC	*L. J. Arreaza A.	3450	465
Barquisimeto	YV3RX	*Arturo Ramos Maggi	3410	1,040
"	YV3RN	*Amilcar Segura	4780	1,250
Bolivar	YV6RU	*Enrique Torres Valencia	4790	960
Puerto Cabello	YV4RQ	*R. A. Segura	3480	885
Caracas	YV5RN	*Almacen Americano	4920	7,550
"	YV5RM	*Degwitz & Siblitz	4890	7,250
"	YV5RW	*Ponce & Viggiani	3400	1,150
"	YV5RX	*J. M. Pellin	3430	2,700
"	YV5RY	*Oscar Vicentelli	3380	1,590
"	YV5RS	*Corp. Rayco	3360	1,050
"	YV5RU	*Gonzalo Veloz M.	4860	2,232
Coro	YV1RY	*Roger Leyba	4770	312
"	YV1RJ	*Cia. Anonima	3300	300
La Guaira	YV5RV	*Gonzalo Veloz M.	3500	350
Maracaibo	YV1RV	*Luis Garcia Nebot	4750	300
"	YV1RU	*Govea & Novel	3440	1,000
"	YV1RX	*N. V. Quintero	4800	3,080
"	YV1RL	*Jose A. Higuera	4810	300
"	YV1RT	*Pedro A. Bermudez	3370	700
Maracay	YV4RK	*Atilio Ormezzano	3390	465
Merida	YV2RC	*A. Segura	3420	495
San Cristobal	YV2RN	*J. M. Diaz Gonzalez	4830	2,000
Trujillo	YV1RO	*Pedro Torres	3310	1,040
Valencia	YV4RO	*G. Degwitz	4760	300
"	YV4RP	*Miguel Ache	3460	1,000
Valera	YV1RZ	*Pedro Flores J.	4840	484

Log compiled as of Nov. 15, 1941.

ADVERTISING
AGENCY LIST

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The Standard Advertising Register has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

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STANDARD
ADVERTISING
REGISTER

DIRECTORY OF OCEANIC BROADCASTING STATIONS

From Latest Data Obtainable from Radio Administrations in Each Country

** Denotes time is sold for advertising, according to best available information*

AUSTRALIA

[Receiving Sets, 1,308,131. Annual License Fee, £1 Maximum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5AN	Government	890	500
"	5CL	Government	730	5,000
"	5AD	*Advertiser Newspapers Ltd.	1310	500
"	5DN	*Hume Broadcasters Ltd.	960	500
Albury	2AY	*Amalgamated Wireless (A'sia) Ltd.	1480	200
Armidale	2AD	*New England Broadcasters	1130	200
Atherton	4AT	*Atherton Tableland Broadcasters Pty. Ltd.	680	500
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	970	500
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1320	500
Bathurst	2BS	*Bathurst Broadcasters Pty. Ltd.	1500	100
Bega	2BE	*J. A. Kerr	1490	100
Bendigo	3BO	*Amalgamated Wireless (A'sia) Ltd.	970	500
Brisbane	4QG	Government	800	2,500
"	4QR	Government	940	500
"	4BC	*C'lth. Bcstg. Corp. (Queensland) Ltd.	1120	1,000
"	4BH	*Broadcasters (Aust.) Pty. Ltd.	1380	1,000
"	4BK	*Brisbane Bcstg. Pty. Ltd.	1290	500
Broken Hill	2BH	*Radio Silver City Pty. Ltd.	790	200
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1330	500
Burnie	7BU	*Burnie Bcstg. Service Pty. Ltd.	660	200
Cairns	4CA	*Amalgamated Wireless (A'sia) Ltd.	1000	300
Canberra	2CA	*Canberra Broadcasters Ltd.	1050	2,000
"	2CY	Government	850	10,000
Cessnock	2CK	*Coalfields Bcstg. Co. Pty. Ltd.	1460	300
Charleville	4VL	*Charleville Bcstg. Co. Ltd.	920	100
Charlton	3CV	*Central Victoria Broadcasters Pty. Ltd.	1470	500
Colac	3CS	*Colac Bcstg. Co. Pty. Ltd.	1130	200
Cooma	2XL	*Cooma Broadcasters Pty. Ltd.	920	100
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
" "	5PI	*Midlands Bcstg. Services Ltd.	1040	2,000
Cumnock	2CR	Government	550	10,000
Dalby	4QS	Government	760	10,000
Dardanup	6TZ	*Nicholson's Ltd.	1340	1,000
Deniliquin	2QN	*Deniliquin Bcstg. Co. Ltd.	1440	200
Derby	7DY	*North East Tasmanian Broadcasters Pty. Ltd.	1450	200
Devonport	7AD	*Northern Tasmania Bcstrs. Pty. Ltd.	900	300
Dubbo	2DU	*Western Broadcasters Pty. Ltd.	660	100
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1350	500
Geraldton	6GE	*Great Northern Broadcasters Ltd.	1370	500
Goulburn	2GN	*Goulburn Bcstg. Co. Pty. Ltd.	1390	200
Grafton	2NR	Government	700	7,000
"	2GF	*Grafton Broadcasting Co. Pty. Ltd.	1210	200
Griffith	2RG	*Irrigation Area Newspapers Pty. Ltd.	1070	200
Gunnedah	2MO	*2MO Gunnedah Ltd.	1370	100
Gympie	4GY	*Gympie Broadcasting Co. Ltd.	1350	200
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1010	750
Horsham	3WV	Government	580	10,000
Hobart	7ZL	Government	600	2,000
"	7ZR	Government	1160	500
"	7HO	*Commercial Broadcasters Pty. Ltd.	860	500
"	7HT	*Metropolitan Broadcasters Pty. Ltd.	1080	500
Inverell	2NZ	*Northern Broadcasters Pty. Ltd.	1170	2,000
Ipswich	4IP	*Ipswich Bcstg. Co. Pty. Ltd.	1440	100
Kalgoorlie	6GF	Government	720	2,000
"	6KG	*Goldfields Broadcasters (1933) Ltd.	1210	500

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Katanning	6WB	*W. A. Broadcasters Ltd.	1070	2,000
Katoomba	2KA	*2KA Ltd.	780	1,000
Kempsey	2KM	*Radio Kempsey Ltd.	980	300
Kingaroy	4SB	*South Burnett Bcstg. Co. Ltd.	1060	2,000
Launceston	7NT	Government	710	7,000
"	7EX	*7EX Pty. Ltd.	1000	500
"	7LA	*Findlay & Wills Broadcasting Pty. Ltd.	1100	500
Lismore	2LM	*Richmond River Broadcasters Pty. Ltd.	900	500
Lithgow	2LT	*Lithgow Broadcasters Pty. Ltd.	1080	100
Lochinvar	2HR	*Hunter River Broadcasters Pty. Ltd.	680	300
Longreach	4LG	*Longreach Printing Co. Ltd.	1100	300
Lubeck	3LK	*Herald & Weekly Times Ltd.	1090	2,000
Mackay	4MK	*Mackay Broadcasting Service Pty. Ltd.	1390	100
Maryborough	4MB	*Maryborough Bcstg. Co. Pty. Ltd.	1000	200
Melbourne	3AR	Government	620	10,000
"	3LO	Government	770	10,000
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1500	200
"	3AW	*3AW Broadcasting Co. Pty. Ltd.	1280	600
"	3DB	*Herald & Weekly Times Ltd.	1030	600
"	3KZ	*Industrial Printing & Publicity Co.	1180	600
"	3UZ	*Nilsens Bcstg. Service Pty. Ltd.	930	600
"	3XY	*Station 3XY Pty. Ltd.	1420	600
Merredin	6MD	*W. A. Broadcasters Ltd.	1110	500
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	1360	200
Mount Gambier	5SE	*South Eastern Bcstg. Co. Ltd.	1370	200
Mudgee	2MG	*Mudgee Bcstg. Co. Pty. Ltd.	1450	100
Murray Bridge	5MU	*Murray Bridge Bcstg. Co. Ltd.	1460	200
Murwillumbah	2MW	*Tweed Radio & Bcstg. Co. Pty. Ltd.	1470	500
Newcastle	2NC	Government	1230	2,000
"	2KO	*Newcastle Broadcasting Co. Pty. Ltd.	1410	500
Northam	6AM	*6AM Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1220	2,000
Orange	2GZ	*Country Bcstg. Services Ltd.	990	2,000
Parkes	2PK	*Parkes Bcstg. Co. Pty. Ltd.	1400	200
Perth	6WF	Government	690	3,500
"	6IX	*West Australian Newspapers Ltd.	1240	500
"	6KY	*People's Printing & Publishing Co.	1430	500
"	6ML	*W. A. Broadcasters Ltd.	1130	500
"	6PM	*6PM Broadcasters Ltd.	1320	500
"	6PR	*Nicholson's Ltd.	880	500
"	6WN	Government	790	500
Port Moresby (Papua)	4PM	*Amalgamated Wireless (A'sia) Ltd.	1360	100
Queenstown	7QT	*West Coast Broadcasters Pty. Ltd.	680	300
Renmark	5RM	*River Murray Broadcasters Ltd.	810	2,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Bcstg. Co. Pty. Ltd.	1080	200
Roma	4ZR	*Maranoa Bcstg. Co. Ltd.	1490	100
Sale	3TR	*Broadcast Entertainments Pty. Ltd.	1240	1,000
"	3GI	Government	830	7,000
Shepparton	3SR	*The Argus Bcstg. Services Pty. Ltd.	1260	2,000
Swan Hill	3SH	*Swan Hill Broadcasting Co. Pty. Ltd.	1330	200
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	10,000
"	2CH	*New South Wales Council of Churches Service	1190	1,000
"	2GB	*Broadcasting Station 2GB Pty. Ltd.	870	1,000
"	2KY	*The Labour Council of New South Wales	1020	1,000

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
SYDNEY—*Continued*	2SM	*Catholic Broadcasting Co. Pty. Ltd.	1270	1,000
"	2UE	*Radio 2UE Sydney Pty. Ltd.	950	1,000
"	2UW	*C'lth. Broadcasting Pty. Ltd.	1110	750
Tamworth	2TM	*Tamworth Radio Development Co. Ltd.	1300	2,000
Toowoomba	4GR	*Gold Radio Service Pty. Ltd.	860	500
Townsville	4QN	Government	630	7,000
"	4TO	*Amalgamated Wireless (A'sia) Ltd.	780	200
Wagga	2WG	*Riverina Broadcasting Co. Pty. Ltd.	1150	2,000
Wagin	6WA	Government	560	10,000
Warragul	3UL	*The Argus Bcstg. Services Pty. Ltd.	880	200
Warrnambool	3YB	*The Argus Bcstg. Services Pty. Ltd.	1210	200
Warwick	4WK	*Warwick Bcstg. Co. Pty. Ltd.	880	100
Wollongong	2WL	*Wollongong Broadcasting Co. Pty. Ltd.	1430	500
Young	2LF	*Young Broadcasters Pty. Ltd.	1340	300
		SHORTWAVE STATIONS		
Melbourne	VLG	Commonwealth of Australia	9580	10,000
"	VLG2	Commonwealth of Australia	9540	10,000
"	VLG3	Commonwealth of Australia	11710	10,000
"	VLG4	Commonwealth of Australia	11840	10,000
"	VLG5	Commonwealth of Australia	11880	10,000
"	VLG6	Commonwealth of Australia	15230	10,000
"	VLG7	Commonwealth of Australia	15160	10,000
"	VLG8	Commonwealth of Australia	9680	10,000
"	VLR	Commonwealth of Australia	9580	2,000
"	VLR2	Commonwealth of Australia	6150	2,000
"	VLR3	Commonwealth of Australia	11880	2,000
"	VLR4	Commonwealth of Australia	15230	2,000
"	VLR6	Commonwealth of Australia	11830	2,000
"	VLR7	Commonwealth of Australia	11840	2,000
"	VLR8	Commonwealth of Australia	11760	2,000
"	VLR9	Commonwealth of Australia	11850	2,000
Perth	VLW	Commonwealth of Australia	6140	2,000
	VLW2	Commonwealth of Australia	9650 9560	2,000
"	VLW3	Commonwealth of Australia	11830	2,000
"	VLW4	Commonwealth of Australia	9665	2,000
Sydney	VLQ	Commonwealth of Australia	9615	10,000
"	VLQ2	Commonwealth of Australia	11870	10,000
"	VLQ3	Commonwealth of Australia	15315	10,000
"	VLQ4	Commonwealth of Australia	17840	10,000
"	VLQ5	Commonwealth of Australia	9680	10,000
"	VLQ6	Commonwealth of Australia	11830	10,000
"	VLQ7	Commonwealth of Australia	11880	10,000
"	VLQ8	Commonwealth of Australia	17800	10,000
"	VLQ9	Commonwealth of Australia	7540	10,000

Log compiled as of Oct. 31, 1941.

Number in call letters indicates state where station is located. Key: 2—New South Wales; 3—Victoria; 4—Queensland; 5—South Australia; 6—Western Australia; 7—Tasmania. (Station 4PM is located at Port Moresby, Papua, which is in the Queensland administrative area.)

CROWN COLONY OF FIJI

[Receiving Sets, 1,279. Annual License Fee £1:5s]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Suva	ZJV	*Fiji Broadcasting Co. Ltd.	920	400
		SHORTWAVE STATION		
Suva	VPD2	Amalgamated Wireless (A'sia) Ltd.	9535 11895 15160	10,000

Log compiled as of Nov. 11, 1941.

TAHITI, SOCIETY ISLANDS (French Oceania)

[Receiving Sets, 380. Set Tax, 20 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Papeete	FO8AA	Radio Club de Tahiti	7200	300

Log compiled as of Jan. 1, 1941. No later data available.

NEW ZEALAND

[Receiving Sets, 365,735. Annual License Fee, £NZ1:5s]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Auckland	1YA	Government	650	10,000
"	1YX	Government	880	150
"	1ZB	*Government	1070	1,000
"	1ZM	Government	1250	750
Christchurch	3YA	Government	720	10,000
"	3YL	Government	1200	250
"	3ZB	*Government	1430	1,000
Dunedin	4YA	Government	790	10,000
"	4ZB	*Government	1280	1,000
"	4ZD	Otago Radio Assn.	1010	20
"	4YO	Government	1140	200
Gisborne	2ZJ	Government	980	200
"	2ZM	P. R. Stevens	1180	15
Greymouth	3ZR	Government	940	100
Invercargill	4YZ	Government	680	5,000
Napier	2YH	Government	750	5,000
Nelson	2YN	Government	920	30
New Plymouth	2YB	North Taranaki Radio Society	810	100
Palmerston Nth.	2ZA	*Government	1400	200
Wellington	2YA	Government	570	60,000
"	2YC	Government	840	5,000
"	2YD	Government	990	200
"	2ZB	*Government	1130	1,000

Log compiled as of Nov. 3, 1941.

NEWFOUNDLAND

[Receiving Sets, 25,000. Set Tax, $2 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church	700	500
"	VONF	*Broadcasting Corp. of Newfoundland	640	12,000
"	VOCM	*Colonial Broadcasting System	1000	100
"	VOAR	Seventh Day Adventists	950	25
		SHORT WAVE STATIONS		
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	9475	300
"	VONH	*Broadcasting Corp. of Newfoundland	5970	300
		ST. PIERRE-MIQUELON		
St. Pierre	FQN	St. Pierre Radio Club	609	500

Log compiled as of Nov. 15, 1941.

$5

... brings you 52 copies of BROADCASTING Weekly, plus Yearbook Number and Radio Outline Map. Lower rates for 2 or more Subscriptions.

Income-Investment-Employment-Payroll Data
of Broadcasting Industry of the United States

(Compiled by FCC Accounting Dept. from Responses to Questionnaires by Licensees)

Note: All figures are for 1940, having been released in December, 1941, and being latest official data available

1940 Combined Income Statement of U. S. Broadcasters

(FCC Report Covering Three Major Networks, Five Regional Networks and 765 Standard Broadcast Stations)

Item (Col. 1)	Networks (Col. 2)	Standard Broadcast Stations			Grand total (Col. 6)
		31 Managed and operated stations[1] (Col. 3)	734 other stations (Col. 4)	Total 765 stations (Col. 5)	
A. REVENUE FROM THE SALE OF TIME					
(1) Revenue from the sale of station time					
a. Network—					
Sale of station time to networks and stations					
Sale of station time to major networks	....	$6,215,552	$20,481,477	$26,697,029	
Sale of station time to regional networks	....	216,283	1,058,317	1,274,600	
Sale of station time to other networks and stations	....	....	631,684	631,684	
Total sale of station network time	....	6,431,835	22,171,478	28,603,313	
b. Non-network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	....	6,358,369	30,781,875	37,140,444	
Sale of station time to local advertisers or sponsors	....	4,290,023	[2]40,466,769	44,756,792	
Total sale of station non-network time	....	10,648,592	71,248,644	81,897,236	
Total sale of station time	....	17,080,427	93,420,122	110,500,549	
(2) Revenue from the sale of network time:					
a. Major networks					
Sale of major network time to advertisers	$71,010,575				
Sale of other major network time	908,853				
Total sale of major network time	71,919,428				
b. Regional networks					
Sale of regional network time to advertisers	1,809,093				
Sale of other regional network time	60,490				
Total sale of regional network time	1,869,583				
Total sale of network time	73,789,011				
(3) Deduct					
a. Portion of sales of time paid to networks and stations.	[3]28,594,751	....	871,022	871,022	
Balance, before commissions	45,194,260	17,080,427	92,549,100	109,629,527	$154,823,787
b. Commissions to regularly established agencies, representatives, brokers and others	[4]11,146,484	1,658,587	8,053,947	9,712,534	20,859,018
Balance, amount retained from sale of network and station time	34,047,776	15,421,840	84,495,153	99,916,993	133,964,769
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	1,248,100	995,668	3,607,603	4,603,271	5,851,371
Commissions, fees, and profits from obtaining or placing talent	1,216,242	31,283	146,223	177,506	1,393,748
Sundry broadcast revenues	3,042,576	499,607	2,394,646	2,894,253	5,936,829
Total revenue from incidental broadcast activities	5,506,918	1,526,558	6,148,472	7,675,030	13,181,948
Total broadcast revenues	39,554,694	16,948,398	90,643,625	107,592,023	147,146,717
C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS	31,042,634	11,287,359	71,520,016	82,807,375	113,850,009
D. BROADCAST SERVICE INCOME[5]	8,512,060	5,661,039	19,123,609	24,784,648	33,296,708

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[1] Stations licensed to major and regional networks, and those licensed to others but managed by networks as to programs, time, or sales. Five stations less after September 30, 1940.

[2] Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and does include $71,156 for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

[3] This amount does not agree with the amount shown in column 5 as sales to major networks since, in addition to payments by regional networks to stations, it includes amounts paid by major networks to Canadian and other extra-territorial stations and to other networks.

[4] Applicable to the total sale of network time, $73,789,011.

[5] Excess of broadcast revenues over broadcast expenses; net income is not shown because many station licensees conduct more than one type of business and the inclusion of income or loss from another type of business would distort the relationship between broadcast service income and net income.

THE LIST OF RENEWAL ADVERTISERS IN **BROADCASTING MAGAZINE** IS AS LONG AND AS WIDE AS THIS ADVERTISEMENT. THAT SPEAKS "RESULTS"

Income Items of Stations Showing a Loss in 1940

(FCC Report by Class According to Type of Network Served)

Item	Clear channel				Regional			Local		Total
	50,000 watts		5,000 to 25,000 watts							
	Unlimited	Part-time	Unlimited	Part-time	Unlimited	Limited and day	Part-time	Unlimited	Day and part-time	
Stations serving as outlets for major networks										
Stations with time sales of $25,000 or more:										
Number of stations	....	....	5	....	20	7	1	21	....	54
Revenues from the sale of station time:										
To major networks	....	....	$63,026	....	$375,103	$36,623	$4,929	$75.242	....	$554,923
To regional networks	....	....	407	....	91,216	720	....	16,036	....	108,379
To other networks	....	....	....	....	621	1,851	....	3,276	....	5,748
To stations	....	....	....	....	....	1,634	....	2,975	....	4,609
Total sale of chain broadcast time	....	....	63,433	....	466,940	40,828	4,929	97,529	....	673,659
To national and regional users	....	....	306,218	....	643,498	85,153	4,186	192,848	....	1,231,903
To local users Sale of other station time	....	....	346,158	....	1,486,800	287,894	31,911	689,156	....	2,841,919
Total sale of local broadcast time	....	....	652,376	....	2,130,298	373,047	36,097	882,004	....	4,073,822
Total sale of station time	....	....	715,809	....	2,597,238	413,875	41,026	979,533	....	4,747,481
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	....	....	1,182	....	48,500	11,221	642	2,664	....	64,209
Commissions to regularly established agencies	....	....	77,567	....	205,653	19,898	604	30,455	....	334,177
Commissions to representatives and brokers	....	....	7,798	....	41,976	6,948	502	17,205	....	74,429
Total deductions from sale of station time	....	....	86,547	....	296,129	38,067	1,748	50,324	....	472,815
Balance, net time sales	....	....	629,262	....	2,301,109	375,808	39,278	929,209	....	4,274,666
Revenues from incidental broadcast activities:										
Talent:										
Sales	....	....	36,039	....	97,331	17,479	....	12,284	....	163,133
Commissions, fees, and profits from obtaining or placing talent	....	....	....	....	2,081	....	....	55	....	2,136
Sundry broadcast revenues	....	....	42,915	....	88,171	12,081	913	22,429	....	166,509
Total revenues from incidental broadcast activities	....	....	78,954	....	187,583	29,560	913	34,768	....	331,778
Total broadcast revenues	....	....	708,216	....	2,488,692	405,368	40,191	963,977	....	4,606,444
Expenses:										
Technical	....	....	170,625	....	581,704	81,772	7,570	172,702	....	1,014,373
Program	....	....	338,582	....	1,120,954	181,080	18,160	364,561	....	2,023,337
Sales, advertising, promotion, and publicity	....	....	99,772	....	395,300	65,780	7,312	139,472	....	707,636
General and administrative	....	....	219,214	....	915,392	167,993	8,271	358,540	....	1,669,410
Total broadcast expenses	....	....	828,193	....	3,013,350	496,625	41,313	1,035,275	....	5,414,756
Broadcast service income	....	....	d 119,977	....	d 524,658	d 91,257	d 1,122	d 71,298	....	d 808,312
All commercial stations:										
Number of stations	....	....	5	....	23	7	3	46	1	85
Broadcast revenues	....	....	$708,216	....	$2,545,373	$405.368	$85,161	$1,404,599	$11,243	$5,159,960
Broadcast expenses	....	....	828,193	....	3,086,493	496,625	107,027	1,546,232	11,689	6,076,259
Broadcast service income	....	....	d 119,977	....	d 541,120	d 91,257	d 21,866	d 141,633	d 446	d 916,299
Stations not serving as outlets for major networks										
Stations with time sales of $25,000 or more:										
Number of stations	....	....	1	....	6	8	2	23	4	44
Revenues from the sale of station time:										
To major networks	....	....	....	....	....	....	....	....	....	....
To regional networks	....	....	....	....	....	....	....	$1,773	$1,276	$3,049
To other networks	....	....	....	....	$2,410	....	....	430	....	2,840
To stations	....	....	....	....	11,658	....	....	1,261	....	12,919
Total sale of chain broadcast time	....	....	....	....	14,068	....	....	3,464	1,276	18,808
To national and regional users	....	....	$5,011	....	241,961	$85,060	$7,222	105,235	19,259	463,748
To local users Sale of other station time	....	....	61,065	....	187,304	443,951	72,735	802,217	209,103	1,776,375
Total sale of local broadcast time	....	....	66,076	....	429,265	529,011	79,957	907,452	228,362	2,240,123
Total sale of station time	....	....	66,076	....	443,333	529,011	79,957	910,916	229,638	2,258,931
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	....	....	....	....	5,681	....	....	224	....	5,905
Commissions to regularly established agencies	....	....	5,176	....	47,640	23,043	2,798	13,919	6,012	98,588
Commissions to representatives and brokers	....	....	144	....	1,963	3,678	....	857	23,763	30,405
Total deductions from sale of station time	....	....	5,320	....	55,284	26,721	2,798	15,000	29,775	134,898
Balance, net time sales	....	....	60,756	....	388,049	502,290	77,159	895,916	199,863	2,124,033
Revenues from incidental broadcast activities:										
Talent:										
Sales	....	....	....	....	30,339	9,461	....	3,646	2,039	45,485
Commissions, fees, and profits from obtaining or placing talent	....	....	....	....	1,586	....	....	1,846	29	3,461
Sundry broadcast revenues	....	....	....	....	26,021	8,020	....	9,641	6,628	50,310
Total revenues from incidental broadcast activities	....	....	....	....	57,946	17,481	....	15,133	8,696	99,256
Total broadcast revenues	....	....	60,756	....	445,995	519,771	77,159	911,049	208,559	2,223,289
Expenses:										
Technical	....	....	21,626	....	85,054	103,297	11,489	188,138	55,689	465,293
Program	....	....	20,141	....	222,703	244,098	20,667	337,117	78,086	922,812
Sales, advertising, promotion, and publicity	....	....	5,446	....	80,763	90,015	17,474	170,469	39,183	403,350
General and administrative	....	....	28,241	....	179,944	232,575	27,970	340,413	64,678	873,821
Total broadcast expenses	....	....	75,454	....	568,464	669,985	77,600	1,036,137	237,636	2,665,276
Broadcast service income	....	....	d 14,698	....	d 122,469	d 150,214	d 441	d 125,088	d 29,077	d 441,987
All commercial stations:										
Number of stations	....	....	1	....	7	17	7	57	13	102
Broadcast revenues	....	....	$60,756	....	$466,768	$683,305	$153,883	$1,416,242	$285,293	$3,066,247
Broadcast expenses	....	....	75,454	....	589,662	862,196	175,468	1,649,115	349,865	3,701,760
Broadcast service income	....	....	d 14,698	....	d 122,894	d 178,891	d 21,585	d 232,873	d 64,572	d 635,513
All commercial stations										
Stations with time sales of $25,000 or more:										
Number of stations	....	....	6	....	26	15	3	44	4	98
Revenues from the sale of station time:										
To major networks	....	....	$63,026	....	$375,103	$36,623	$4,929	$75,242	....	$554,923
To regional networks	....	....	407	....	91,216	720	....	17,809	1,276	111,428
To other networks	....	....	....	....	3,031	1,851	....	3,706	....	8,588
To stations	....	....	....	....	11,658	1,634	....	4,236	....	17,528
Total sale of chain broadcast time	....	....	63,433	....	481,008	40,828	4,929	100,993	1,276	692,467
To national and regional users	....	....	311,229	....	885,459	170,213	11,408	298,083	19,259	1,695,651
To local users Sale of other station time	....	....	407,223	....	1,674,104	731,845	104,646	1,491,373	209,103	4,618,294
Total sale of local broadcast time	....	....	718,452	....	2,559,563	902,058	116,054	1,789,456	228,362	6,313,945
Total sale of station time	....	....	781,885	....	3,040,571	942,886	120,983	1,890,449	229,638	7,006,412
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	....	....	1,182	....	54,181	11,221	642	2,888	....	70,114
Commissions to regularly established agencies	....	....	82,743	....	253,293	42,941	3,402	44,374	6,012	432,765
Commissions to representatives and brokers	....	....	7,942	....	43,939	10,626	502	18,062	23,763	104,834
Total deductions from sale of station time	....	....	91,867	....	351,413	64,788	4,546	65,324	29,775	607,713
Balance, net time sales	....	....	690,018	....	2,689,158	878,098	116,437	1,825,125	199,863	6,298,699
Revenues from incidental broadcast activities:										
Talent:										
Sales	....	....	36,039	....	127,670	26,940	....	15,930	2,039	208,618
Commissions, fees, and profits from obtaining or placing talent	....	....	....	....	3,667	....	....	1,901	29	5,597
Sundry broadcast revenues	....	....	42,915	....	114,192	20,101	913	32,070	6,628	216,819
Total revenues from incidental broadcast activities	....	....	78,954	....	245,529	47,041	913	49,901	8,696	431,034
Total broadcast revenues	....	....	768,972	....	2,934,687	925,139	117,350	1,875,026	208,559	6,829,733
Expenses:										
Technical	....	....	192,251	....	666,758	185,069	19,059	360,840	55,689	1,479,666
Program	....	....	358,723	....	1,343,657	425,178	38,827	701,678	78,086	2,946,149
Sales, advertising, promotion, and publicity	....	....	105,218	....	476,063	155,795	24,786	309,941	39,183	1,110,986
General and administrative	....	....	247,455	....	1,095,336	400,568	36,241	698,953	64,678	2,543,231
Total broadcast expenses	....	....	903,647	....	3,581,814	1,166,610	118,913	2,071,412	237,636	8,080,032
Broadcast service income	....	....	d 134,675	....	d 647,127	d 241,471	d 1,563	d 196,386	d 29,077	d 1,250,299
All commercial stations:										
Number of stations	....	....	6	....	30	24	10	103	14	187
Broadcast revenues	....	....	$768,972	....	$3,012,141	$1,088,673	239,044	$2,820,841	$296,536	$8,226,207
Broadcast expenses	....	....	903,647	....	3,676,155	1,358,821	282,495	3,195,347	361,554	9,778,019
Broadcast service income	....	....	d 134,675	....	d 664,014	d 270,148	d 43,451	d 374,506	d 65,018	d 1,551,812

d Deficit or other reverse item.

1938-40 Income, Revenue and Expenses for Stations

(FCC Report on Stations Operating 12 Complete Months Each Year According to Class and Time)

Item	Number of Stations			Net time sales			Broadcast revenues			Broadcast expenses		
	1938	1939	1940	1938	1939	1940	1938	1939	1940	1938	1939	1940
Clear channel:												
50,000 watts												
Unlimited	31	33	35	$21,589,618	$24,199,580	$28,245,843	$23,323,916	$27,055,146	$31,097,556	$15,681,471	$17,680,045	$20,629,211
Part-time	4	4	4	1,518,491	1,550,015	1,805,823	1,748,971	1,758,237	2,021,538	1,364,876	1,356,906	1,460,245
5,000 to 25,000 watts												
Unlimited	14	19	21	2,644,250	4,271,731	5,047,087	2,941,887	4,538,744	5,391,191	2,508,801	3,762,899	4,268,536
Part-time	4	5	3	470,169	568,344	494,090	529,204	627,395	551,277	475,277	538,064	404,276
Total clear channel	53	61	63	26,222,528	30,589,670	35,592,843	28,543,978	33,979,522	39,061,562	20,030,425	23,337,914	26,762,268
Regional:												
Unlimited	202	204	213	30,877,439	33,285,088	40,520,096	33,433,086	36,162,847	43,860,601	27,935,554	29,775,523	33,725,143
Limited and day	61	68	65	3,437,594	4,121,558	4,644,865	3,663,179	4,334,653	4,899,936	3,735,094	4,152,577	4,541,461
Part-time	33	30	28	2,888,039	3,010,905	2,849,006	3,046,037	3,182,153	2,979,875	2,744,203	2,826,816	2,552,840
Total regional	296	302	306	37,203,072	40,417,551	48,013,967	40,142,302	43,679,653	51,740,412	34,414,851	36,754,916	40,819,444
Local:												
Unlimited	206	255	309	8,014,739	10,380,899	14,611,798	8,263,298	10,681,367	15,071,668	8,012,419	10,054,943	13,509,181
Part-time	62	37	25	1,528,008	1,012,250	743,892	1,535,602	1,015,622	761,456	1,523,639	948,431	721,909
Total local	268	292	334	9,542,747	11,393,149	15,355,690	9,798,900	11,696,989	15,833,124	9,536,058	11,003,374	14,231,090
Grand total	617	655	703	72,968,347	82,400,370	98,962,500	78,485,180	89,356,164	106,635,098	63,981,334	71,096,204	81,812,802
Stations reporting data for less than 12 months of the year shown	43	50	62	634,144	630,571	954,493	643,580	634,482	956,925	642,088	687,726	994,573
Total, all stations	660	705	765	73,602,491	83,030,941	99,916,993	79,128,760	89,990,646	107,592,023	64,623,422	71,783,930	82,807,375

Item	Number of Stations			Broadcast Income			Average net time sales			Average broadcast income		
	1938	1939	1940	1938	1939	1940	1938	1939	1940	1938	1939	1940
Clear channel:												
50,000 watts												
Unlimited	31	33	35	$7,642,445	$9,375,101	$10,468,345	$696,439	$733,321	$807,024	$246,530	$284,094	$299,096
Part-time	4	4	4	384,095	401,331	561,293	379,623	387,504	451,456	96,024	100,333	140,323
5,000 to 25,000 watts												
Unlimited	14	19	21	433,086	775,845	1,122,655	188,875	224,828	240,337	30,935	40,834	53,460
Part-time	4	5	3	53,927	89,331	147,001	117,542	113,669	164,697	13,482	17,866	49,000
Total clear channel	53	61	63	8,513,553	10,641,608	12,299,294	494,765	501,470	564,966	160,633	174,453	195,227
Regional:												
Unlimited	202	204	213	5,497,532	6,387,324	10,135,458	152,859	163,162	190,235	27,216	31,310	47,584
Limited and day	61	68	65	*d* 71,915	182,076	358,475	56,354	60,611	71,459	*d* 1,179	2,678	5,515
Part-time	33	30	28	301,834	355,337	427,035	87,516	100,364	101,750	9,146	11,845	15,251
Total regional	296	302	306	5,727,451	6,924,737	10,920,968	125,686	133,833	156,908	19,349	22,930	35,689
Local:												
Unlimited	206	255	309	250,879	626,424	1,562,487	38,907	40,709	47,287	1,218	2,457	5,057
Part-time	62	37	25	11,963	67,191	39,547	24,645	27,358	29,756	193	1,816	1,582
Total local	268	292	334	262,842	693,615	1,602,034	35,607	39,018	45,975	981	2,375	4,797
Grand total	617	655	703	14,503,846	18,259,960	24,822,296	118,263	125,802	140,772	23,507	27,878	35,309
Stations reporting data for less than 12 months of the year shown	43	50	62	1,492	*d* 53,244	*d* 37,648	14,747	12,611	15,395	35	*d* 1,065	*d* 607
Total, all stations	660	705	765	14,505,338	18,206,716	24,784,648	111,518	117,774	130,610	21,978	25,825	32,398

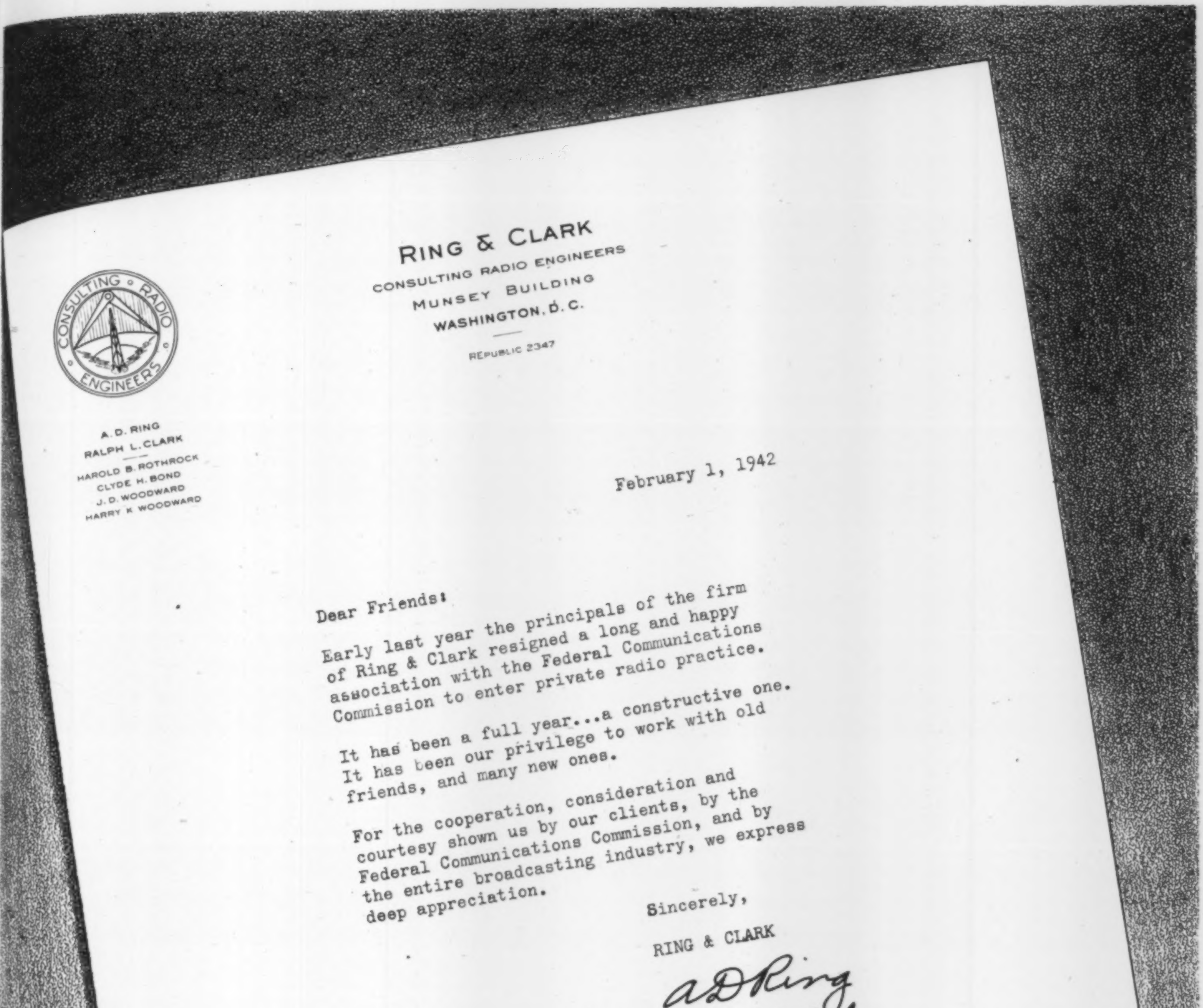
d Deficit or other reverse item.

FCC Analysis of Program Expenses of Stations

(Those With Time Sales of $25,000 or More and Networks)

Item	Clear channel				Regional			Local		Total
	50,000 watts		5,000 to 25,000 watts							
	Unlimited	Part-time	Unlimited	Part-time	Unlimited	Limited and day	Part-time	Unlimited	Day and Part-time	
Stations serving as an outlet for a maior network:										
Number of stations	35	4	19	3	189	17	12	130	2	411
Program expenses:										
Salaries and wages of program department	$1,682,923	$131,573	$356,936	$40,930	$2,923,729	$148,112	$87,821	$877,047	$9,273	$6,258,344
Talent expenses	4,021,648	328,352	474,110	53,672	3,472,094	78,936	106,627	323,749	4,948	8,864,136
Royalties and license fees relating to program material	1,595,911	98,266	322,639	36,490	2,449,746	89,370	67,745	538,403	6,338	5,204,908
Cost of wire services, exclusive of transmitter line	932,753	60,494	103,170	4,212	754,541	62,336	25,124	322,142	7,277	2,272,049
Other expenses directly related to program	929,054	39,948	148,700	21,095	1,301,567	66,624	36,219	403,835	4,176	2,951,218
Total program expenses	9,162,289	658,633	1,405,555	156,399	10,901,677	445,378	323,536	2,465,176	32,012	25,550,655
Stations not serving as an outlet for a maior network:										
Number of stations			2		20	40	9	86	9	166
Program expenses:										
Salaries and wages of program department	....	....	$44,978	....	$322,708	$339,101	$132,860	$526,136	$66,436	$1,432,219
Talent expenses	....	....	34,607	....	463,506	329,597	218,510	261,476	41,780	1,349,476
Royalties and license fees relating to program material	....	....	21,023	....	140,434	177,457	76,221	257,194	21,568	693,897
Cost of wire services, exclusive of transmitter line	....	....	5,985	....	37,242	70,162	12,846	179,908	14,704	320,847
Other expenses directly related to program	....	....	6,798	....	125,058	128,197	18,202	228,398	18,740	525,393
Total program expenses	....	....	113,391	....	1,088,948	1,044,514	458,639	1,453,112	163,228	4,321,832
All commercial stations:										
Number of stations	35	4	21	3	209	57	21	216	11	577
Program expenses:										
Salaries and wages of program department	$1,682,923	$131,573	$401,914	$40,930	$3,246,437	$487,213	$220,681	$1,403,183	$75,709	$7,690,563
Talent expenses	4,021,648	328,352	508,717	53,672	3,935,600	408,533	325,137	585,225	46,728	10,213,612
Royalties and license fees relating to program material	1,595,911	98,266	343,662	36,490	2,590,180	266,827	143,966	795,597	27,906	5,898,805
Cost of wire services, exclusive of transmitter line	932,753	60,494	109,155	4,212	791,783	132,498	37,970	502,050	21,981	2,592,896
Other expenses directly related to program	929,054	39,948	155,498	21,095	1,426,625	194,821	54,421	632,233	22,916	3,476,611
Total program expenses	9,162,289	658,633	1,518,946	156,399	11,990,625	1,489,892	782,175	3,918,288	195,240	29,872,487

Item	577 stations	3 major networks	7 regional networks	Total
Program expenses:				
Salaries and wages of program department	$7,690,563	$2,671,511	$17,062	$10,379,136
Talent expenses	10,213,612	4,995,562	80,461	15,289,635
Royalties and license fees relating to program material	5,898,805	654,155	9,917	6,562,877
Cost of wire services, exclusive of transmitter line	2,592,896	5,178,730	232,977	8,004,603
Other expenses directly related to program	3,476,611	1,681,199	147,094	5,304,904
Total program expenses	29,872,487	15,181,157	487,511	45,541,155



RING & CLARK
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING
WASHINGTON, D. C.

REPUBLIC 2347

A. D. RING
RALPH L. CLARK

HAROLD B. ROTHROCK
CLYDE H. BOND
J. D. WOODWARD
HARRY K WOODWARD

February 1, 1942

Dear Friends:

Early last year the principals of the firm of Ring & Clark resigned a long and happy association with the Federal Communications Commission to enter private radio practice.

It has been a full year...a constructive one. It has been our privilege to work with old friends, and many new ones.

For the cooperation, consideration and courtesy shown us by our clients, by the Federal Communications Commission, and by the entire broadcasting industry, we express deep appreciation.

Sincerely,

RING & CLARK

A D Ring
Ralph L. Clark

Analysis of 1940 Broadcast Station Revenues b

Stations with time sales

Broadcast Region and State (1)	No. of Stations (2)	Revenue from the Sale of Station Time: Network: To Major Networks (3)	Network: To Regional Networks (4)	Network: To Other Networks and Stations (5)	Non-network: To National and Regional Users (6)	Non-network: To Local Users (7)	Total (8)
NORTHERN DISTRICT							
Northern region:							
Connecticut	9	$426,652	$112,453	$790	$563,856	$549,865	$1,653,615
Delaware New Hampshire	3	82,191	13,065	126	48,003	113,390	256,775
Maine	5	173,906	41,558	....	109,949	218,925	544,338
Maryland	6	508,367	2,935	152	465,278	829,673	1,806,405
Massachusetts	20	1,059,896	209,067	166	1,275,682	1,702,271	4,247,082
New Jersey	5	477,400	....	....	2,012,095	974,809	3,464,304
New York	43	3,437,105	13,736	14,418	4,729,363	4,337,525	12,532,147
Pennsylvania	34	1,599,963	10,595	105,146	2,586,358	2,837,121	7,139,183
Rhode Island	3	317,685	56,808	....	196,198	281,350	852,041
Vermont	3	2,440	....	....	21,998	118,885	143,323
District of Columbia	4	454,391	....	....	524,561	541,096	1,520,048
Total, Northeastern region	135	8,539,995	460,217	120,798	12,533,341	12,504,910	34,159,261
Great Lakes region:							
Illinois	29	1,425,718	....	731	3,659,479	2,511,993	7,597,921
Indiana	15	351,533	....	2,141	620,732	1,103,210	2,077,616
Kentucky	6	446,903	....	2,495	385,523	401,602	1,236,523
Michigan	19	1,157,985	77,817	....	1,477,066	2,119,758	4,832,626
Ohio	27	3,164,388	....	4,409	3,104,887	2,123,957	8,397,641
West Virginia	9	112,103	2,347	4,001	416,205	453,467	988,123
Wisconsin	14	272,104	1,446	3,793	733,297	802,213	1,812,853
Total, Great Lakes region	119	6,930,734	81,610	17,570	10,397,189	9,516,200	26,943,303
Midwest region:							
Iowa	11	609,870	1,554	1,939	1,053,991	641,056	2,308,410
Kansas	9	180,534	9,753	1,986	374,577	378,906	945,756
Minnesota	15	611,367	9,964	60,671	952,178	1,078,220	2,712,400
Missouri	18	1,166,727	....	15,582	1,615,669	1,404,750	4,202,728
Nebraska	8	503,263	....	....	549,690	396,468	1,449,421
North Dakota	4	93,456	2,509	4,134	191,903	170,456	462,458
South Dakota	4	113,953	978	18,620	210,696	158,913	503,160
Total, Midwest region	69	3,279,170	24,758	102,932	4,948,704	4,228,769	12,584,333
Total, Northern District	323	18,749,899	566,585	241,300	27,879,234	26,249,879	73,686,897
SOUTHERN DISTRICT							
Southeastern region:							
Alabama	9	181,556	....	4,452	219,289	524,693	929,990
Arkansas	5	96,994	....	9,901	139,480	199,250	445,625
Florida	15	429,549	....	16,831	388,189	967,804	1,802,373
Georgia	9	365,234	....	3,037	530,501	547,073	1,445,845
Louisiana	12	478,517	....	22,586	676,765	741,050	1,918,918
Mississippi	3	49,396	....	2,313	46,116	121,052	218,877
North Carolina	15	287,962	....	4,578	688,156	643,248	1,623,944
South Carolina	7	72,783	....	4,577	171,605	327,046	576,011
Tennessee	14	576,963	....	1,509	754,075	1,070,210	2,402,757
Virginia	10	409,844	....	7,450	420,189	549,707	1,387,190
Total, Southeastern region	99	2,948,798	....	77,234	4,034,365	5,691,133	12,751,530
SOUTH CENTRAL REGION:							
Oklahoma	10	481,998	....	1,860	439,596	528,878	1,452,332
Texas	40	1,090,889	81,936	210,416	1,796,010	2,181,045	5,360,296
Total, South Central region	50	1,572,887	81,936	212,276	2,235,606	2,709,923	6,812,628
Total, Southern District	149	4,521,685	81,936	289,510	6,269,971	8,401,056	19,564,158
WESTERN DISTRICT							
Mountain region:							
Arizona	4	62,377	9,694	82,016	35,988	248,365	438,440
Colorado	7	363,375	....	460	291,105	567,448	1,222,388
Idaho	5	16,576	....	1,748	59,146	180,922	258,392
Montana	5	140,883	9,038	3,135	92,723	221,424	467,203
Nevada New Mexico Wyoming	4	8,198	2,942	118	43,453	171,317	226,028
Utah	5	351,089	519	....	222,988	335,321	909,917
Total, Mountain region	30	942,498	22,193	87,477	745,403	1,724,797	3,522,368
Pacific region:							
California	47	1,499,782	563,650	2,106	1,582,935	3,969,519	7,617,992
Oregon	10	381,537	....	3,986	279,254	535,272	1,200,049
Washington	18	601,628	40,236	7,305	383,647	941,075	1,973,891
Total, Pacific region	75	2,482,947	603,886	13,397	2,245,836	5,445,866	10,791,932
Total, Western District	105	3,425,445	626,079	100,874	2,991,239	7,170,663	14,314,300
Total, United States	577	26,697,029	1,274,600	631,684	37,140,444	41,821,598	107,565,355

HOOPER-HOLMES STUDY SHOWS BROADCASTING MAGAZIN

Regions and States: FCC Report Covering 765 Stations

$25,000 or More								All Commercial Stations			
Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
		Talent									
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representatives, Brokers, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sundry Broadcast Revenue	Total Broadcast Revenue	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
....	$151,999	$15,609	$363	$35,993	$1,553,581	$1,295,921	$257,660	9	$1,553,581	$1,295,921	$257,660
....	9,189	....	....	4,742	252,328	153,067	99,261	5	299,877	208,450	91,427
....	32,923	3,804	....	15,297	530,516	401,745	128,771	7	564,330	436,078	128,252
....	221,508	36,927	....	20,102	1,641,926	1,052,959	588,967	7	1,655,649	1,065,432	590,217
$1,092	399,141	65,173	6,820	81,683	4,000,525	3,203,360	797,165	21	4,014,226	3,216,140	798,086
152,199	406,635	247,444	78,844	269,361	3,501,119	2,799,735	701,384	11	3,596,841	2,922,285	674,556
130,587	1,179,361	487,752	4,445	218,612	11,933,008	9,321,026	2,611,982	48	11,995,500	9,394,490	2,601,010
15,493	764,415	149,204	8,243	211,989	6,728,711	4,726,065	2,002,646	36	6,756,786	4,767,680	1,989,106
....	86,825	762	1,558	4,957	772,493	515,387	257,106	3	772,493	515,387	257,106
....	8,827	....	....	1,339	135,835	129,388	6,447	5	174,374	173,433	941
....	111,474	43,336	16	36,472	1,488,398	1,255,007	233,391	4	1,488,398	1,255,007	233,391
299,371	3,372,297	1,050,011	100,289	900,547	32,538,440	24,853,660	7,684,780	156	32,872,055	25,250,303	7,621,752
2,470	688,879	679,964	5,618	131,424	7,723,578	6,140,311	1,583,267	31	7,760,057	6,174,173	1,585,884
9,875	155,816	45,217	197	58,588	2,015,927	1,661,530	354,397	19	2,068,818	1,708,734	360,084
2,753	114,664	88,594	....	13,335	1,221,035	941,008	280,027	9	1,280,273	1,011,531	268,742
4,563	588,534	444,819	....	129,971	4,814,319	3,560,705	1,253,614	21	4,856,344	3,602,263	1,254,081
150,895	696,350	484,596	8,130	99,849	8,142,971	5,784,788	2,358,183	29	8,163,971	5,805,908	2,358,063
142	80,103	32,734	13,429	50,586	1,004,627	784,875	219,752	12	1,054,178	841,217	212,961
104	156,931	66,310	2,233	47,947	1,772,308	1,432,351	339,957	19	1,844,277	1,506,340	337,937
170,802	2,481,277	1,842,234	29,607	531,700	26,694,765	20,305,568	6,389,197	140	27,027,918	20,650,166	6,377,752
1,879	251,476	99,270	29	81,665	2,236,019	1,671,225	564,794	13	2,274,738	1,734,938	539,800
23,974	79,715	28,420	....	25,036	895,523	847,874	47,649	15	1,009,457	983,947	25,510
64,672	238,746	97,972	16,186	66,289	2,589,429	2,015,901	573,528	18	2,633,012	2,053,821	579,191
15,378	382,545	412,928	1,093	131,186	4,350,012	3,274,010	1,076,002	20	4,386,512	3,314,842	1,071,670
1,234	145,076	52,281	....	41,721	1,397,113	1,073,981	323,132	12	1,466,262	1,144,404	321,858
12,127	34,794	5,816	214	5,382	426,949	318,152	108,797	8	479,115	372,640	106,475
....	58,996	8,790	....	3,183	456,137	384,465	71,672	7	501,917	425,540	76,377
119,264	1,191,348	705,477	17,522	354,462	12,351,182	9,585,608	2,765,574	93	12,751,013	10,030,132	2,720,881
589,437	7,044,922	3,597,722	147,418	1,786,709	71,584,387	54,744,836	16,839,551	389	72,650,986	55,930,601	16,720,385
3,191	62,669	19,169	....	16,554	899,853	654,741	245,112	16	1,022,835	765,646	257,189
6,573	43,149	2,079	....	23,391	421,373	328,001	93,372	10	509,463	421,817	87,646
489	63,862	5,493	971	41,009	1,785,495	1,263,529	521,966	23	1,903,584	1,396,377	507,207
12,996	142,730	10,158	....	16,846	1,317,123	918,192	398,931	23	1,497,668	1,092,286	405,382
22,748	175,414	22,230	....	25,792	1,768,778	1,261,432	507,346	13	1,783,756	1,275,731	508,025
354	6,440	16,400	....	1,164	229,647	150,012	79,635	11	349,566	262,898	86,668
4,152	125,194	71,726	2,051	35,675	1,604,050	1,208,008	396,042	22	1,742,173	1,323,874	409,299
....	29,663	14,946	1,846	2,609	565,749	454,587	111,162	11	617,739	509,286	108,453
7,596	172,719	74,151	7,899	55,764	2,360,256	1,726,340	633,916	15	2,380,232	1,750,886	629,346
2,512	93,248	19,932	497	105,207	1,417,066	1,026,838	390,228	14	1,494,402	1,102,439	391,963
60,611	915,088	256,284	13,264	324,011	12,369,390	8,991,680	3,377,710	158	13,301,418	9,910,240	3,391,178
18,576	104,287	38,399	....	34,220	1,402,088	1,089,308	312,780	14	1,476,455	1,165,044	311,411
47,204	494,493	124,335	6,531	163,732	5,113,197	3,527,759	1,585,438	54	5,294,306	3,711,113	1,583,193
65,780	598,780	162,734	6,531	197,952	6,515,285	4,617,067	1,898,218	68	6,770,761	4,876,157	1,894,604
126,391	1,513,868	419,018	19,795	521,963	18,884,675	13,608,747	5,275,928	226	20,072,179	14,786,397	5,285,782
16,879	18,662	11,681	6,033	41,508	462,121	398,073	64,048	10	549,370	494,153	55,217
4,939	113,856	33,774	838	45,447	1,183,652	1,050,437	133,215	12	1,246,628	1,115,064	131,564
....	13,001	....	....	1,622	247,013	199,021	47,992	6	270,867	221,964	48,903
91,612	16,073	877	....	40,697	401,092	331,227	69,865	8	459,920	376,394	83,526
....	11,363	2,526	....	11,755	228,946	216,965	11,981	14	383,441	372,940	10,501
....	66,213	5,495	....	14,447	863,646	752,164	111,482	8	909,943	796,356	113,587
113,430	239,168	54,353	6,871	155,476	3,386,470	2,947,887	438,583	58	3,820,169	3,376,871	443,298
40,805	716,639	340,755	3,422	255,768	7,460,493	5,976,350	1,484,143	51	7,517,247	6,036,292	1,480,955
....	74,418	31,050	....	58,579	1,215,260	861,168	354,092	18	1,332,783	976,200	356,583
959	123,519	160,373	....	115,758	2,125,544	1,618,821	506,723	23	2,198,659	1,701,014	497,645
41,764	914,576	532,178	3,422	430,105	10,801,297	8,456,339	2,344,958	92	11,048,689	8,713,506	2,335,183
155,194	1,153,744	586,531	10,293	585,581	14,187,767	11,404,226	2,783,541	150	14,868,858	12,090,377	2,778,481
871,022	9,712,534	4,603,271	177,506	2,894,253	104,656,829	79,757,809	24,899,020	765	107,592,023	82,807,375	24,784,648

"TOPS" IN AGENCY AND RADIO ADVERTISER PREFERENCE*

*Complete study on request.

FCC REPORT ON 1940 INCOME ITEMS OF STATIONS SERVING AS OUTLETS FOR NATIONAL NETWORKS

(Three Networks and Their Managed and Operated Stations)

Item (Col. 1)	Network Operations (Co. 2)	Operations of 23 managed and operated stations[1]			Grand Total (Col. 6)
		9 Key Stations (Col. 3)	14 Non-key Stations[2] (Col. 4)	Total 23 Stations (Col. 5)	
A. REVENUE FROM THE SALE OF TIME					
(1) Revenue from the sale of station time:					
a. Network—					
Sale of station time to networks					
Sale of station time to major networks	....	$3,313,772	$2,475,945	$5,789,717	$5,789,717
Total sale of station network time	....	3,313,772	2,475,945	5,789,717	5,789,717
b. Non-network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	....	2,654,436	3,153,476	5,807,912	5,807,912
Sale of station time to local advertisers or sponsors	....	1,662,217	1,524,009	3,186,226	3,186,226
Total sale of station non-network time	....	4,316,653	4,677,485	8,994,138	8,994,138
Total sale of station time	....	7,630,425	7,153,430	14,783,855	14,783,855
(2) Revenue from the sale of network time:					
Network—					
Sale of network time to advertisers	$71,010,575	....	....	....	71,010,575
Sale of other network time	908,853	....	....	....	908,853
Total sale of network time	71,919,428	....	....	....	71,919,428
Total sale of station and network time	71,919,428	7,630,425	7,153,430	14,783,855	86,703,283
(3) Deduct—					
Participation by others in revenue from sale of station and network time					
a. Portion of sales of network time paid to managed and operated key stations	3,313,772	....	....	....	3,313,772
b. Portion of sales of network time paid to managed and operated non-key stations	2,475,945	....	....	....	2,475,945
c. Portion of sales of network and station time paid to other networks	445,276	....	....	....	445,276
d. Portion of sales of network time paid to independent stations	20,723,145	....	....	....	20,723,145
e. Portion of sales of network time paid to foreign and territorial stations and networks	955,339	....	....	....	955,339
f. Commission to regularly established agencies	10,730,008	623,296	647,398	1,270,694	12,000,702
g. Commission to representative brokers and others	....	6,273	5,560	11,833	11,833
Total participation by others in revenue from sale of station and network time	38,643,485	629,569	652,958	1,282,527	39,926,012
Balance amount retained from sale of station and network time	33,275,943	7,000,856	6,500,472	13,501,328	46,777,271
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):					
Talent:					
Sale of talent under contract to, and in the pay of, networks	1,208,938	226,237	409,287	635,524	1,844,462
Commissions, fees, and profits from obtaining or placing talent	1,215,721	981	23,796	24,777	1,240,498
Furnishing manuscript, transcription, production, or other program material or service	1,504,464	145,708	170,713	316,421	1,820,885
Studio tours, parking, and concessions	216,843	10,228	....	10,228	227,071
Revenue from remote broadcast facilities and other wire services	633,918	41,893	38,762	80,655	714,573
Other revenue from incidental broadcast activities (including studio facilities, special departments, and services not shown above)	509,379	10,279	14,490	24,769	534,148
Total revenue from incidental broadcast activities	5,289,263	435,326	657,048	1,092,374	6,381,637
Total broadcast revenues	38,565,206	7,436,182	7,157,520	14,593,702	53,158,908
C. EXPENSES					
(1) Technical expenses:					
Salaries and wages (including supervision)	2,154,840	582,208	642,523	1,224,731	3,379,571
Repairs of technical equipment (including supplies, tubes, and similar items)	316,506	115,418	103,210	218,628	535,134
Cost of power (including rent for power lines)	95,283	155,830	131,043	286,873	382,156
Other technical expenses (including transmitter line)	160,776	38,296	36,622	74,918	235,694
Total technical expenses	2,727,405	891,752	913,398	1,805,150	4,532,555
(2) Program expenses:					
Salaries and wages of program department (including supervision, but exclusive of payments to musicians, artists, and other talent)	2,671,511	335,924	467,116	803,040	3,474,551
Talent expenses (including musicians, artists, and other talent)	4,995,562	650,926	876,020	1,526,946	6,522,508
Royalties and license fees relating to program material	654,155	84,569	462,121	546,690	1,200,845
Cost of wire services, exclusive of transmitter line	5,178,730	661,542	71,833	733,375	5,912,105
Other expenses directly related to programs	1,681,199	215,916	102,962	318,878	2,000,077
Total program expenses	15,181,157	1,948,877	1,980,052	3,928,929	19,110,086
(3) Sales, advertising, promotion, and publicity expenses:					
Salaries, wages, and commissions to staff salesman (including supervision)	2,305,332	288,689	237,640	526,329	2,831,661
Advertising and promotional expense, exclusive of salaries and wages	875,856	108,887	147,715	256,602	1,132,458
Other expenses directly related to sales, advertising, and promotion	649,238	79,571	143,665	223,236	872,474
Total sales, advertising, promotion, and publicity expenses	3,830,426	477,147	529,020	1,006,167	4,836,593
Total direct expenses	21,738,988	3,317,776	3,422,470	6,740,246	28,479,234
(4) General and administrative expenses:					
Salaries and wages	2,351,013	304,078	340,959	645,037	2,996,050
Legal services, exclusive of salaries	159,816	19,648	2,620	22,268	182,084
Insurance expense	130,211	16,506	20,435	36,941	167,152
Experimental and development expenses	....	....	....	....	....
Supplies and services for general office	302,391	37,285	82,872	120,157	422,548
Other general and administrative expenses	1,733,702	219,411	(33,890)	185,521	1,919,223
Depreciation and amortization of broadcast investments	898,516	158,786	236,082	394,868	1,293,384
Rent paid for use of broadcast property	2,050,957	305,683	514,535	820,218	2,871,175
Taxes (other than Federal income tax)	853,349	122,653	139,469	262,122	1,115,471
Losses on notes, accounts, and other amounts receivable—broadcast	3,813	445	3,286	3,731	7,544
Total general and administrative expenses	8,483,768	1,184,495	1,306,368	2,490,863	10,974,631
Total broadcast expenses of networks and their managed and operated stations	30,222,756	4,502,271	4,728,838	9,231,109	39,453,865
D. Broadcast service income[3]	8,342,450	2,933,911	2,428,682	5,362,593	13,705,043
E. Add:					
Sundry broadcast income					112,189
Total broadcast service income					13,817,232
F. Deduct:					
Sundry deductions from broadcast income					636,592
Net broadcast service income					13,180,640
G. Add:					
Net amount of income from all sources not associated with broadcasting					46,054
Total net income for the period before Federal income tax					13,226,694
H. Deduct:					
Federal income tax					4,341,000
I. Net income for the period					8,885,694

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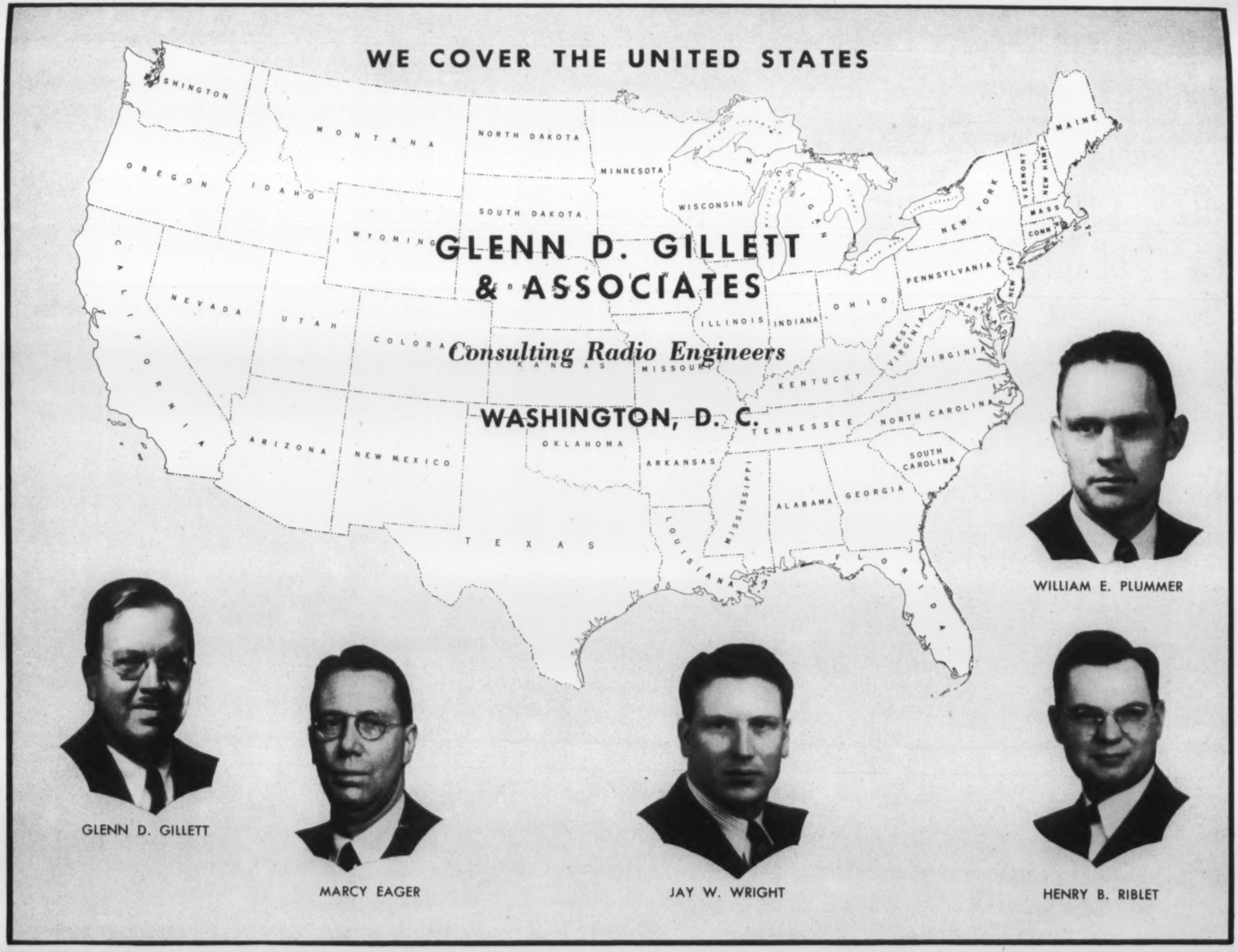
[1] Stations licensed to major networks and those licensed to others but managed by networks as to program, time, or sales.

[2] Five stations less after September 30, 1940.

[3] Excess of broadcast revenues over broadcast expenses.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NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
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OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
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NORTH CAROLINA
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WE COVER THE UNITED STATES

GLENN D. GILLETT & ASSOCIATES

Consulting Radio Engineers

WASHINGTON, D. C.

WILLIAM E. PLUMMER

GLENN D. GILLETT

MARCY EAGER

JAY W. WRIGHT

HENRY B. RIBLET

Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 13, 1940)

	765 Stations								3 Major Networks					
	Full-time				Part-time				Full-time			Part-time		
	Compensated			Not Compensated	Compensated			Not Compensated	Compensated			Compensated		
Item	Number	Compensation	Average	Number	Number	Compensation	Average	Number	Number	Compensation	Average	Number	Compensation	Average
Executives:														
General managerial	805	$95,185	$118.24	41	121	$9,532	$78.78	35	29	$11,624	$400.83	...	....	...
Technical	486	26,947	55.45	1	15	216	14.40	2	15	2,544	169.60	...	....	...
Program	401	22,777	56.80	1	8	198	24.75	2	21	4,287	204.14	...	....	...
Commercial	328	29,163	88.91	1	7	271	38.71	1	26	6,379	245.35	...	....	...
Publicity	82	4,918	59.98	...	6	92	15.33	2	11	1,343	122.09	1	$27	$27.00
Miscellaneous	95	6,475	68.16	4	32	2,011	62.84	7	7	1,256	179.43	...	....	...
Total, executives	2,197	185,465	84.42	48	189	12,320	65.19	49	109	27.433	251.68	1	27	27.00
Employees (other than executive):														
Technical:														
Research and development	120	6,222	51.85	...	4	62	15.50	...	69	4,771	69.14	...	....	...
Operating	3,469	139,337	40.17	1	86	866	10.07	14	562	34,871	62.05	...	....	...
Miscellaneous	154	4,463	28.98	...	30	224	7.47	...	44	1,231	27.98	...	....	...
Program:														
Production	573	23,068	40.26	...	25	244	9.76	1	366	22,896	62.56	...	....	...
Writers	637	20,655	32.43	...	28	1,103	39.39	4	77	4,465	57.99	...	....	...
Announcers	2,596	89,643	34.53	2	140	1,715	12.25	15	122	7,547	61.86	...	....	...
Staff musicians	1,803	86,563	48.01	...	733	15,518	21.17	13	434	48,573	111.92	31	1,108	35.74
Other artists	731	32,720	44.76	64	1,650	40,974	24.83	240	149	6,706	45.01	447	29,898	66.89
Miscellaneous	438	14,186	32.39	...	186	2,125	11.42	21	315	13,970	44.35	3	18	6.00
Commercial:														
Outside salesmen	1,561	85,877	55.01	...	49	635	12.96	...	150	15,783	105.22	...	....	...
Promotion and merchandising	274	10,677	38.97	...	20	176	8.80	...	260	13,241	50.93	...	....	...
Miscellaneous	166	4,674	28.16	...	6	32	5.33	4	201	7,509	37.36	...	....	...
General and administrative:														
Accounting	542	15,988	29.50	3	84	923	10.99	15	168	6,784	40.38	...	....	...
Clerical	709	14,527	20.49	1	58	423	7.29	9	104	2,388	22.96	...	....	...
Stenographic	977	21,927	22.44	...	31	234	7.55	4	119	3,386	28.45	2	25	12.50
Other	536	11,019	20.56	...	123	866	7.04	4	419	12,029	28.71	3	37	12.33
Miscellaneous	322	7,724	23.99	...	69	477	6.91	...	94	4,064	43.23	5	58	11.60
Total employees	15,608	589,270	37.75	71	3,322	66,597	20.05	344	3,653	210,214	57.55	491	31,144	63.43
Total, executives and employees	17,805	774,735	43.51	119	3,511	78,917	22.48	393	3,762	237,647	63.17	492	31,171	63.36
6 Regional networks:														
Total executives	14	1,281	91.50	...	...	....	...	...						
Total employees	65	2,703	41.58	...	4	56	14.00	...						
Total, executives and employees	79	3,984	50.43	...	4	56	14.00	...						
Total stations and regional networks	17,884	778,719[1]	43.54	119	3,515	78,973	22.47	393						

[1] This amount is less by $3,982 than that shown in table No. 51048 of the FCC (released June 14, 1941) due to the admission herein of modified reports on behalf of one station.

RWM

RAYMOND M. WILMOTTE

Consulting Radio Engineer

BOWEN BUILDING, WASHINGTON, D.C.

DESIGNER OF FIRST DIRECTIONAL ANTENNA
CONTROLLING INTERFERENCE

FCC 3-YEAR REPORT OF STATIONS OPERATING AT A LOSS

(1938-40 Inclusive and 1940 Alone)

Item	Stations Operating at Loss for the Three Years, 1938-1939-1940		Stations Operating at Loss for 1940 but not for Both Years 1938 and 1939					
			Operated 12 Months of 1940		Operated Less Than 12 Months of 1940		Total	
	Amount	Average	Amount	Average	Amount	Average	Amount	Average
Stations with time sales of $25,000 or more:								
Number of stations	51		44		3		98	
Revenue from the sale of station time:								
To major networks	$264,203	$5,180	$274,608	$6,241	$16,112	$5,371	$554,923	$5,662
To regional networks	92,348	1,811	18,360	417	720	240	111,428	1,137
To other networks	5,791	114	2,797	64	....	....	8,588	88
To stations	13,073	256	2,821	64	1,634	544	17,528	179
Total sale of chain broadcast time	375,415	7,361	298,586	6,786	18,466	6,155	692,467	7,066
To national and regional users	1,027,474	20,146	662,610	15,059	5,567	1,856	1,695,651	17,303
To local users Sale of other station time	2,685,644	52,660	1,845,984	41,954	86,666	28,888	4,618,294	47,125
Total sale of local broadcast time	3,713,118	72,806	2,508,594	57,013	92,233	30,744	6,313,945	64,428
Total sale of station time	4,088,533	80,167	2,807,180	63,799	110,699	36,899	7,006,412	71,494
Deductions from the sale of station time:								
Payments to networks and station (from sale of time)	18,038	354	50,915	1,157	1,161	387	70,114	715
Commissions to regularly established agencies	286,820	5,624	140,145	3,185	5,800	1,933	432,765	4,416
Commissions to representatives and brokers	68,410	1,341	36,424	828	....	....	104,834	1,070
Total deductions from sale of station time	373,268	7,319	227,484	5,170	6,961	2,320	607,713	6,201
Balance, net time sales	3,715,265	72,848	2,579,696	58,629	103,738	34,579	6,398,699	65,293
Revenues from incidental broadcast activities:								
Talent:								
Sales	116,702	2,288	91,176	2,072	740	247	208,618	2,129
Commissions, fees, and profits from obtaining or placing talent	3,612	71	1,985	45	....	....	5,597	57
Sundry broadcast revenues	142,518	2,795	73,550	1,672	751	250	216,819	2,212
Total revenues from incidental broadcast activities	262,832	5,154	166,711	3,789	1,491	497	431,034	4,398
Total broadcast revenues	3,978,097	78,002	2,746,407	62,418	105,229	35,076	6,829,733	69,691
Expenses:								
Technical	908,354	17,811	537,807	12,223	33,505	11,168	1,479,666	15,099
Program	1,694,758	33,231	1,206,386	27,418	45,005	15,002	2,946,149	30,063
Selling	660,647	12,954	434,491	9,875	15,848	5,282	1,110,986	11,336
General and administrative	1,406,027	27,569	1,096,863	24,928	40,341	13,447	2,543,231	25,951
Total broadcast expenses	4,669,786	91,565	3,275,547	74,444	134,699	44,899	8,080,032	82,449
Broadcast service income	*d* 691,689	*d* 13,563	*d* 529,140	*d* 12,026	*d* 29,470	*d* 9,823	*d* 1,250,299	*d* 12,758
All commercial stations:								
Number of stations	84		77		26		187	
Broadcast revenues	$4,496,637	$53,531	$3,360,876	$43,648	$386,694	$14,181	$8,226,207	$43,990
Broadcast expenses	5,310,232	63,217	3,984,483	51,747	483,304	18,589	9,778,019	52,288
Broadcast service income	*d* 813,595	*d* 9,686	*d* 623,607	*d* 8,099	*d* 114,610	*d* 4,408	*d* 1,551,812	*d* 8,298

d Deficit or other reverse item.

FCC Report on Average Cost of Power

(To Stations Having Time Sales of $25,000 or More During 1940)

Item	Serving major networks		No network		All stations	
	No. of stations	Amount	No. of stations	Amount	No. of stations	Amount
Clear channel:						
50,000 watts:						
Unlimited	35	$618,035	..	......	35	$618,035
Part-time	4	56,485	..	......	4	56,485
5,000 to 25,000 watts:						
Unlimited	19	92,858	2	$10,405	21	103,263
Part-time	3	11,878	..	......	3	11,878
Regional:						
Unlimited	189	516,332	20	60,827	209	577,060
Limited and day	17	25,238	40	59,145	57	84,383
Part-time	12	17,806	9	21,443	21	39,249
Local:						
Unlimited	130	115,171	86	76,381	216	191,552
Day and part-time	2	1,311	9	5,748	11	7,059
Total	411	1,455,114	166	233,850	577	1,688,964

Item	Serving major networks		No network		All stations	
	No. of stations	Average Amount	No. of stations	Average Amount	No. of stations	Average Amount
Clear channel:						
50,000 watts:						
Unlimited	35	17,658	..	......	35	17,658
Part-time	4	14,121	..	......	4	14,121
5,000 to 25,000 watts:						
Unlimited	19	4,887	2	5,203	21	4,917
Part-time	3	3,959	..	......	3	3,959
Regional:						
Unlimited	189	2,732	20	3,036	209	2,761
Limited and day	17	1,485	40	1,479	57	1,480
Part-time	12	1,484	9	2,383	21	1,869
Local:						
Unlimited	130	886	86	888	216	887
Day and part-time	2	656	9	936	11	642
Total	411	3,540	166	1,409	577	2,892

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National and Local
Spot Advertisers*
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KSTP
in 1941
had an average
contract life
of
5 years
on
KSTP

*Partial list of advertisers.

MINNEAPOLIS - ST. PAUL
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES
50,000 Watts • Clear Channel

Radio Polls, Awards and Citations: 1941

'Movie & Radio Guide' Popularity Poll, 1941

[% Tabulated April, 1941]

Star of Stars—Bob Hope, 18.1; Jack Benny, 16.4; Don McNeill, 16.0; Bing Crosby, 13.9; Helen Hayes, 6.8; Edgar Bergen, 6.8; Don Ameche, 5.9; Kate Smith, 5.5; Gene Autry, 5.3; Jack Baker, 5.3.

Comedian—Bob Hope, 32.8; Jack Benny, 27.4; Fibber McGee, 13.1; Edgar Bergen, 7.6; Fred Allen, 7.1; Eddie Cantor, 5.5; Ransom Sherman, 2.1; Frank Morgan, 1.6; Bob Burns, 1.5; Al Pearce, 1.3.

Announcer—Don Wilson, 29.8; Milton Cross, 18.2; Ken Carpenter, 14.2; Bob Brown, 13.3; Harry von Zell, 6.7; Harlow Wilcox, 5.4; Durward Kirby, 5.1; Ralph Edwards, 2.8; David Ross, 2.4; Ben Grauer, 2.1.

Actor—Don Ameche, 19.3; Les Tremayne, 18.9; Edward G. Robinson, 15.3; Charles Boyer, 10.1; Ezra Stone, 8.5; Michael Raffetto, 6.9; Hugh Studebaker, 6.0; Ronald Colman, 5.4; James Stewart, 4.9; John Barrymore, 4.7.

Actress—Helen Hayes, 40.9; Barbara Luddy, 13.7; Nan Grey, 8.7; Bette Davis, 8.5; Joan Blaine, 7.2; Alice Frost, 7.0; Betty Winkler, 5.5; Helen Menken, 3.3; Jeanette MacDonald, 2.7; Ona Munson, 2.5.

Master of Ceremonies—Don McNeill, 43.2; Bob Hope, 11.9; Bing Crosby, 11.9; Garry Moore, 6.8; Clifton Fadiman, 6.5; Rudy Vallee, 6.1; Don Ameche, 4.7; Ransom Sherman, 3.2; Milton Cross, 3.1; Don Wilson, 2.6.

Male Singer of Popular Songs—Bing Crosby, 32.7; Jack Baker, 24.9; Lanny Ross, 16.6; Kenny Baker, 9.8; Dennis Day, 3.5; Tony Martin, 3.1; Rudy Vallee, 2.7; Harry Babbitt, 2.7; Frank Munn, 2.4; Curly Bradley, 1.6.

Woman Singer of Popular Songs—Kate Smith, 33.2; Ginny Simms, 13.2; Evelyn Lynne, 13.1; Connie Boswell, 11.1; Nancy Martin, 10.9; Dinah Shore, 6.3; Bonnie Baker, 3.7; Frances Langford, 3.4; Bea Wain, 2.7; Judy Garland, 2.5.

Male Singer of Classical Songs—Richard Crooks, 24.8; Donald Dickson, 18.3; James Melton, 13.1; Frank Munn, 9.3; Lawrence Tibbett, 6.9; Lanny Ross, 6.2; Jack Baker, 6.1; Frank Parker, 6.0; John Charles Thomas, 5.4; Kenny Baker, 3.9.

Woman Singer of Classical Songs—Lily Pons, 15.2; Margaret Speaks, 14.9; Jean Dickinson, 14.8; Francia White, 13.2; Jessica Dragonette, 13.0; Lucille Manners, 11.2; Rise Stevens, 5.9; Gladys Swarthout, 4.5; Marian Claire, 3.7; Grace Moore, 3.6.

News Commentator — Lowell Thomas, 34.0; H. V. Kaltenborn, 17.9; Walter Winchell, 10.9; Elmer Davis, 8.3; Raymond Gram Swing, 6.9; Paul Sullivan, 5.5; Edwin C. Hill, 5.3; Boake Carter, 4.6; Gabriel Heatter, 3.6; Fulton Lewis, Jr., 3.0.

Sports Commentator—Bill Stern, 65.3; Bob Elson, 10.2; Ted Husing, 8.3; Fort Pearson, 3.9; Graham McNamee, 2.6; Red Barber, 2.5; Sam Balter, 2.4; Clem McCarthy, 1.8; Bob Trout, 1.7; Hal Totten, 1.3.

Dramatic Program—Lux Theatre, 49.2; One Man's Family, 11.8; Helen Hayes, 8.3; Those We Love, 7.5; First Nighter, 5.5; Big Town, 4.4; Aldrich Family, 3.9; Screen Guild, 3.3; Every Man's Theatre, 3.2; Silver Theatre, 2.9.

Musical Program—Ford Sunday Evening Hour, 26.2; Kay Kyser, 12.9; Voice of Firestone, 8.9; Metropolitan Opera, 8.6; Hour of Charm, 7.9; Pleasure Time, 7.9; American Album of Familiar Music, 7.7; Hit Parade, 7.5; Andre Kostelanetz, 6.5; Telephone Hour, 5.9.

Variety Program—Breakfast Club, 40.1; Kraft Music Hall, 14.3; Chase & Sanborn, 8.4; Bob Hope, 7.3; Fibber McGee & Molly, 5.8; Club Matinee, 5.4; Kate Smith, 5.4; Rudy Vallee, 4.9; Maxwell House, 4.5; Fred Allen, 3.9.

Dance Orchestra—Wayne King, 25.0; Guy Lombardo, 19.0; Kay Kyser, 18.9; Horace Heidt, 11.2; Glenn Miller, 7.6; Fred Waring, 4.4; Tommy Dorsey, 4.4; Sammy Kaye, 3.3; Abe Lyman, 3.2; Orrin Tucker, 3.0.

Audience Participation—Kay Kyser, 37.1; Dr. I. Q., 16.1; Truth or Consequences, 15.5; Take It Or Leave It, 11.2; Vox Pop, 6.2; We, the People, 3.4; Breakfast Club, 3.0; Horace Heidt, 2.9; Town Meeting of the Air, 2.6; Professor Quiz, 2.0.

Quiz Program—Information Please, 38.7; Quiz Kids, 15.0; Dr. I. Q., 12.8; Take It or Leave It, 9.8; Kay Kyser, 7.1; Battle of Sexes, 4.8; Truth or Consequences, 4.4; Vox Pop, 2.8; Professor Quiz, 2.6; Uncle Jim's Question Bee, 2.0.

Serial Dramatic Program—One Man's Family, 31.3; Those We Love, 20.5; I Love a Mystery, 8.1; Bachelor's Child, 7.4; Big Sister, 6.7; Vic & Sade, 6.3; Aldrich Family, 5.1; Guiding Light, 5.0; Life Can Be Beautiful, 4.8; Road of Life, 4.8.

Educational Program — Information Please, 25.9; American School of the Air, 14.5; University of Chicago Round Table, 12.4; Cavalcade of America, 11.1; Music Appreciation Hour, 9.6; American Town Meeting of the Air, 7.5; Farm & Home Hour, 7.0; Quiz Kids, 5.8; World Is Yours, 3.3; People's Platform, 2.9.

Children's Program — Quiz Kids, 22.2; Let's Pretend, 19.0; Lone Ranger, 15.9; Coast to Coast on a Bus, 12.8; Bud Barton, 7.0; Tom Mix, 5.1; Our Barn, 5.1; Jack Armstrong, 4.7; Little Orphan Annie, 3.9; March of Games, 3.7.

Favorite Program—Breakfast Club, 46.9; One Man's Family, 7.8; Ford Sunday Evening Hour, 7.7; Lux Radio Theatre, 6.6; Kraft Music Hall, 5.8; Jello (Jack Benny), 5.8; Those We Love, 5.4; Metropolitan Opera, 5.4; Fibber McGee & Molly, 4.4; Bob Hope, 4.2.

Cleveland Plain Dealer Popularity Poll, 1941

All-America Radio Personalities Eleven—Bob Hope (captain), Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Raffetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Major Edward Bowes.

Favorite Program—Ford Sunday Evening Hour, Fibber McGee & Molly, One Man's Family, Kraft Music Hall, Kate Smith Hour, The Aldrich Family, Lux Radio Theatre, Information Please, Pepsodent Show, Kay Kyser, Maxwell House Coffee Time.

Master of Ceremony—Bing Crosby, Don Ameche, Clifton Fadiman, John Conte, Albert Spaulding, Don Wilson, Milton Cross.

Male Singers—(popular) Bing Crosby, Barry Wood, Lanny Ross, Ray Eberle; (classical) Richard Crooks, Frank Munn, James Melton.

Feminine Singers—(popular) Kate Smith, Dinah Shore, Connie Boswell, Ginnie Simms; (classical) Margaret Speaks, Gladys Swarthout, Lucille Manners, Francia White.

Dance Bands—Guy Lombardo (captain), Glenn Miller, Kay Kyser, Sammy Kaye, Wayne King, Fred Waring, Xavier Cugat, Tommy Dorsey, Jimmy Dorsey, Horace Heidt, Abe Lyman.

Comedians—Bob Hope, Fibber McGee, Edgar Bergen, Jack Benny, Fred Allen, Red Skelton, Frank Morgan.

Variety Shows—Kraft Music Hall, Kate Smith Hour, Edgar Bergen-Charlie McCarthy, Fibber McGee & Molly, Millions for Defense, The Jello Show, Major Bowes' Amateur Hour, Maxwell House Coffee Time, Breakfast Club, Penthouse Party, Kay Kyser's College of Musical Knowledge.

Commentators—Lowell Thomas, H. V. Kaltenborn, Raymond Gram Swing, Walter Winchell, B. S. Bercovici, Boake Carter, Elmer Davis.

Quiz Programs — Information Please, Quiz Kids, Doctor I.Q., Truth or Consequences.

Educational—U of Chicago Roundtable, Information Please, March of Time, Walter Damrosch Hour, Cavalcade of America, Light of the World, Quiz Kids.

Drama—Lux Radio Theatre, One Man's Family, The Aldrich Family, Adventures of Sherlock Holmes, Helen Hayes Theatre, First Nighter, Mr. District Attorney.

Symphony—Ford Sunday Evening Hour, New York Philharmonic, NBC Symphony, Philadelphia Orchestra.

Light Classical—Andre Kostelanetz-Albert Spaulding, Richard Crooks-Alfred Wallenstein, Gladys Swarthout-Ross Graham-Al Goodman Family Hour, American Album of Familiar Music, James Melton-Francia White-Don Voorhees, Phil Spitalny's Hour of Charm, Fred Waring.

Institute for Education By Radio Citations, 1941

1. Network, National Organization, or Clear-Channel Station.

a. For General Use by Adults. Lecture, talk, speech.

No First Award.

Class 1A, 15 Minutes—*Human Nature in Action.* NBC. Honorable Mention. "Good political and psychological analysis of nationalism illustrated by racial and national differences in Jugoslavia."

Class 1A, 15 Minutes—Mark Twain. *American Pilgrimage.* NBC. Honorable Mention. "Illumination of personal and community life of Mark Twain broadcast from his boyhood home."

b. For General Use by Adults. Demonstration or Participation Program.

No First Award.

Class 1B, 30 Minutes—*Musician & American Youth.* NBC. Honorable Mention. "Music by St. Louis High School students illustrates kinship of religious music of various faiths and promotes racial and religious tolerance."

Class 1B, 60 Minutes—*Labor Arbitration.* Station WMCA. "Unusual ad lib broadcast from studios of mediation of actual employe dispute."

c. For General Use By Adults. Dialogue, Round-Table Conversation, Interview, Debate, Question and Answer.

Class 1C, 30 Minutes—"London After Dark," *European News.* CBS. First Award. "Vivid document of London life during air raid. Fullest use of radio's unique facilities."

Class 1C, 60 Minutes—"Should We Adopt the President's Lend-Lease Plan?" *America's Town Meeting of the Air,* NBC. First Award. "Freedom of speech in action pointing up radically opposed views on most controversial of contemporary American problems."

Class 1C, 30 Minutes—"Where Are Those 50,000 Planes?" *University of Chicago Round Table.* NBC. Honorable Mention. "Good combination of acts and opinions on controversial subject."

d. For General Use by Adults. All Forms of Dramatization.

Class 1D, 30 Minutes—"The Mole on Lincoln's Cheek," by Marc Connelly, *Free Company* Series. CBS. First Award. "Courageous answer to powerful forces which threaten to stamp out academic freedom in the United States."

Class 1D, 30 Minutes—"Royal March," *Tonight's Best Story.* Radio Station WHN. Honorable Mention. "Well written adaptation of short story illustrating the persistence of feelings of nationalism on the part of an Austrian and an Italian ex-soldier. Excellent acting."

Class 1D, 30 Minutes—"Precious Freedom." *Everyman's Theatre,* Procter & Gamble. NBC. Honorable Mention. "Dramatic portrayal of effects on American people, dramatized in terms of one man's experience of loss of civil rights accompanying totalitarian invasion."

e. For General Use by Children. Any Type of Out-of-School Children's Programs.

Class 1E, 30 Minutes—"The Fisherman and His Wife." *Let's Pretend.* CBS. First Award. "Effective adaptation of children's classic produced for boys and girls of today. Good adult listening, too."

Class 1E, 30 Minutes—*March of Games.* CBS. Honorable Mention. "Original use of children's games with strong appeal for listener participation."

f. For Use in School of Primary Children. (Approximately Grades 1-3)

No Awards.

g. For Use in School by Elementary Children. (Approximately Grades 4-6)

No First Award.

Class 1G, 30 Minutes—"Monument to the Might of Water." "New Horizons," *Columbia's School of the Air of the Americas.* CBS. Honorable Mention. "A vivid dramatization of the success of American engineering science in harnessing the might of the Colorado River. Nationally known authority effectively used."

h. For Use in School by Junior or Senior High School Pupils. (Approximately Grades 7-12)

Class 1H, 30 Minutes—"Poor Farmer Songs," Folk Music of America, 1939-1940 *Columbia's School of the Air of the America,* CBS. First Award. "The everyday lives of poor farmers and their struggles for existence on the land movingly interpreted through song and conversation. Special unclassified entry."

Class 1H, 60 Minutes—"One Nation Indivisible." NBC. First Award. "Interpretation of the spirit of America using extensive range of radio technics and facilities to dramatize the human and physical resources of the nation in time of crisis."

2. Local and Regional Stations or Organizations.

a. For General Use by Adults. Lecture, Talk, Speech.

Class 2A— "Radio in Defense," *We Defend America,* University of Colorado. Honorable Mention. *Americanism and What It Represents,* University of Minnesota. First Award.

b. For General Use by Adults. Demonstration of Participation Programs.

Class 2B, 30 Minutes—"Calypso in America," *Adventures in Music.* Municipal Broadcasting System. Honorable Mention.

Class 2B, 30 Minutes—Northwestern A Cappella Choir. NBC. Honorable Mention.

c. For General Use by Adults. Dialogue, Round-Table Conversation, Interview, Debate, Question and Answer.

Class 2C, 30 Minutes—*Montana Boys Association Round Table.* Station KFBB. Honorable Mention.

Class 2C, 30 Minutes— "This Is Our War." University of Colorado. Honorable Mention.

d. For General Use by Adults. All Forms of Dramatization.

Class 2D, 25 Minutes—"The Stephens Family Plans Thanksgiving." Station WHA. First Award.

Class 2D, 30 Minutes—*Dickens' Christmas Carol.* Station KBPS and Portland Public Schools. Honorable Mention.

e. For General Use by Children. Any Type of Out-of-School Children's Programs.

Class 2E, 15 Minutes—"The Greedy Goat." *Story Book Time.* University of Minnesota. First Award.

Class 2E, 30 Minutes—*Through the Looking Glass.* Municipal Broadcasting System. New York. First Award.

f. For Use in School by Primary Children. (Approximately Grades 1-3).

Class 2F, 15 Minutes—*Wilbur the Sleepy Little Ghost,* Station WHA. First Award.

g. For Use in School by Elementary Children. (Approximately Grades 4-6).

Class 2G, 30 Minutes—"Hansel & Gretel." *Rochester School of the Air.* First Award.

Class 2G, 30 Minutes—"News of the Week." *School of the Air.* Station KOAC. Honorable Mention.

h. For Use in School by Junior or Senior High School Pupils. (Approximately Grades 7-12).

Class 2H, 30 Minutes—*A Band Clinic.* University of Minnesota. First Awar

Class 2H, 30 Minutes—*The Mystic Mood—Good Reading.* Station WHA. Honorable Mention.

Radio Awards of National Headliners Club*

1935—William Burke Miller (NBC) for coverage of stratosphere flight; Paul White (CBS) for coverage of Chicago stockyards fire.

1936—Columbia Broadcasting System, for best coverage of a news event (Johnstown, Pa. flood).

1937—Joseph Eaton and W. L. Carlson (WHAS, Louisville) for best domestic radio reporting in connection with Ohio-Mississippi floods; H. V. Kaltenborn (CBS) for best foreign radio reporting.

1938—Edward R. Murrow and William Shirer (CBS) for best radio reporting; coverage of foreign affairs from Europe.

1939—Jack Knell (WEEI, Boston) for best radio reporting of a news event (*Squalus* submarine disaster)

1940—Raymond Gram Swing (MBS) for "consistent excellence in radio news interpretation"; William L. White, CBS foreign correspondent during Russo-Finnish War, for Christmas Eve, 1939, broadcast from trenches near Helsinki.

1941—Helen Hiett, NBC foreign correspondent for exclusive broadcast of bombing of Gibralter; William L. Shirer, CBS, for "general excellence" of his radio reporting from Berlin during last several years.

***Radio and press citations and plaque awards made annually by National Headliners Club of the Press Club of Atlantic City, N. J.**

George Foster Peabody Radio Awards*

NETWORKS

CBS—"For offering a schedule of broadcasts which combined commercial and sustaining programs in such a way as to constitute a structure definitely in the public interest; for giving its listeners more than 10,000 non-commercial broadcasts in 3,500 hours of unsponsored, public service programs; for regarding its schedule as a curriculum for adults and children in which lighter entertainment served as an ingredient to make the more vital programs palatable; for covering adequately the significant news of the year; for promoting Pan-American unity and understanding through its *School of the Air*; for aiding education with special schoolroom services and such program as *Invitation to Learning*, *The Human Adventure*, *Reporting to the Nation*, *The People's Platform*, and *Columbia's Country Journal*; for giving religion a major place in its public service activities; and for its manifold and continuous interest in serious music and other cultural subjects."

Citations

NBC-BLUE—"For its contribution in broadcasting the *Town Meeting of the Air*."

ELMER DAVIS, CBS—Cited for "his terse, concise and impartial reporting of the news day-by-day."

LARGE STATIONS

WLW, Cincinnati—"For being a pacemaker in the conception and execution of distinctive public service programs; for recognition of the principle that clear-channel stations should be sectional rather than local in their service, but at the same time should not duplicate the work of the networks; for offering broadcasts of a type slightly above the level of the mass radio audience; for spending three times as much on public service programs as the average for 50,000-watt stations; and for serving the interests of all groups, including rural as well as urban listeners."

Citations

WSB, Atlanta—Cited for its distinguished public service contributions to a localized area in the South.

KNX, Los Angeles—Cited for meritorious service to a localized area in the Far West.

WLS, Chicago—Cited for meritorious service to agriculture.

WCAU, Philadelphia—Cited for its program series, *Wake Up America*, a contribution to national defense.

WBAP, Fort Worth—Cited for its distinctive series of prison broadcasts.

WOR, New York—Cited for its contribution in broadcasting the *American Forum of the Air*.

WGEO (shortwave), Schenectady, N. Y.—Cited for its service to the Byrd expedition at the South Pole.

MEDIUM-SIZED STATIONS

WGAR, Cleveland—"For its success, despite the restricted facilities of a regional station, in serving the diverse interests and widely different cultural backgrounds of greater Cleveland; for promoting a better understanding among these various groups; for assuming a responsibility to those 65% of Cleveland's foreign-born or first generation listeners who do not easily understand English by broadcasting programs in languages which represent the principal foreign populations of this metropolitan area, Hungarian, Itallian, Slovene, Czech, Slovak, Polish and Roumanian; for its program, *Wings Over Jordan*, begun five years ago to bring about a better understanding between the white and colored peoples of Cleveland; for its cooperation with governmental agencies in the interest of national unity, civic consciousness, community health and welfare; and for its unique news service featuring items of special interest to some 20 small communities."

Citations

WJJD, Chicago—Cited for its service to education in broadcasts to schools.

WQXR, New York—Cited for the high standards of its musical programs.

WOW, Omaha—Cited for its enterprise in originating "The President's Birthday Ball of 1940."

KSTP, St. Paul—Cited for its distinguished broadcast, *America Calling*.

WBNX, New York—Cited for its public service to foreign language groups in Greater New York.

WRC-WMAL, Washington—Cited for enterprise in originating the "Mile O'Dimes" public service feature.

SMALL STATIONS

KFRU, Columbia, Mo.—"For making the most of its opportunities to serve its local audience; for giving its listeners educational features of local origin, including programs of classical music with interpretative comments and helpful broadcasts in the interests of better farming; for doing a superior job of public service despite limited equipment, circumscribed finances, and a small personnel.

Citations

KVOS, Bellingham, Wash.—Cited for promoting a better understanding between Canada and the United States through its Armistice Day program.

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* Established in 1940 in honor of the late George Foster Peabody by board of regents of University of Georgia, to be administered by its Henry W. Grady School of Journalism. First awards announced March 29, 1941, covering 1940 activities. Advisory board picking winners comprised: Dr. S. V. Sanford, chancellor, U of Georgia; Bruce Barton, president, Batten, Barton, Durstine & Osborne Inc.; John H. Benson, president, American Association of Advertising Agencies; Virginius Dabney, editor, *Richmond Times-Dispatch;* Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, *Raleigh News & Observer;* Mark F. Ethridge, general manager, *Louisville Courier-Journal* and *Times;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, New York, publisher; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, Saratoga Springs, N. Y.; Edward Weeks, editor, *Atlantic Monthly*.

H. P. Davis Memorial Award*

1933—Fred Webber (KDKA)
1934—Bill Sutherland (KDKA)
1935—Tony Wakeman (WJAS)
1936—Bill Sutherland (KDKA)
1937—Ken Hildebrand (KQV)
1938—Bill Beal (KDKA)
1939—David Garroway (KDKA)
1940—Walter Sickles (WWSW)
1941—Durward Kirby, WENR, Chicago.

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*Gold medal and $150 cash awarded annually to Pittsburgh station announcer adjudged most excellent in diction, established by Mrs. H. P. Davis in tribute to the late Dr. Davis, pioneer in broadcasting as vice-president of Westinghouse E. & M. Co. and chairman of board of NBC. 1941 award included all NBC announcers in the nation.

Sidney Garfinkel Announcers' Award*

1937—Abbott Tessman (KGO)
1938—Joe Walters (KSFO)
1939—Dick Wynne (KJBS)

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*Trophy awarded annually for best commercial announcing in San Francisco Bay area by Sidney Garfinkel Adv. Agency, San Francisco.

Veteran Wireless Operators Association Medals and Awards

Gold Medal Awards

JOSEPH E. CRONEY, *S.S. Indiana Harbor*, wrecked on California coast May 18, 1927.

GUISEPPE BIAGI, Italian polar airship *Italia*, wrecked on a polar expedition, June, 1928.

MICHAEL J. O'LOUGHLIN, *S.S. Vestris* (British), sunk off Virginia Capes, Nov. 12, 1928. O'Loughlin sank with ship. Posthumous presentation made to parents in Ireland.

NUNZIO DiGANGI, *S.S. Florida* (Italian), sunk in Atlantic Ocean Jan. 24, 1929.

MALCOLM HANSON, chief radio staff, Byrd Expedition, in 1929.

FRANK N. DAVIDSON, *S.S. Tahiti* (British), foundered in South Seas, Aug. 17, 1930.

FRITZ E. LARSON, *S.S. Castor* (Swedish) on fire off the Azores, April 28, 1931. Presentation at Radio World's Fair by Gen. Harbord by radio to Sweden.

GUGLIELMO MARCONI, commemorating the 30th anniversary of his conquest of the Atlantic by radio. Presentation made from the NBC studios Dec. 12, 1931, on a world-wide hook-up of radio, by President Fred Muller of the VWOA.

RAY MEYERS, chief radio officer, submarine *Nautilus*, on a cruise under the polar ice. Presentation made Feb. 11, 1933.

ANNE LINDBERGH, for radio work on Greenland flight started July 9, 1933, by Col. and Mrs. Charles A. Lindbergh.

GEORGE W. ROGERS, chief radio officer, *T.E.L. Morro Castle*, for heroic service at the time of her destruction by storm and fire off the coast of New Jersey in the early morning hours of Sept. 8, 1934.

RUSSEL L. MacDONALD, chief radio officer, *S.S. Mohawk*, sunk off Jersey Coast, Jan. 24, 1935. MacDonald went down with ship. Posthumous award.

Special Bronze Medal

ERNEST EDWIN DAILEY, radioman aboard dirigible *U.S.S. Macon*, Feb. 12, 1935. Dailey lost with *Macon*. Award made to Mrs. Dailey, his widow.

Marconi Memorial Medal of Valor

CARL O. PETERSON, radio operator both Byrd Expeditions to South Pole. Award made at 1938 Dinner of VWOA.

PAPAS THEODORU, radio officer of Greek freighter *Kyllene* who remained at post and lost life while all members of crew were saved. Posthumous award, 1940.

Marconi Memorial Medal of Merit

KING FAROUK I, of Egypt, host to International Telecommunications Conference which was opened by him in Cairo, Egypt, Feb. 1, 1938.

ADM. S. C. HOOPER, U.S.N., for making radio communications system of the U. S. Navy the finest of any nation's. Feb. 21, 1940.

Marconi Memorial Medal of Service

DR. E. C. WOODRUFF, President, American Radio Relay League and International Amateur Radio Union. Awarded to Dr. Woodruff as outstanding amateur and as elected representative of all amateurs in recognition of outstanding service of amateurs in times of emergency. June 18, 1938.

NATIONAL ASSOCIATION OF BROADCASTERS. Plaque awarded in recognition of development in America of the finest broadcasting system in world. Feb. 21, 1940.

DEFENSE COMMUNICATIONS BOARD. Plaque to James Lawrence Fly, chairman of DCB and FCC, for maintaining communications as the nation's first line of defense. Feb. 11, 1941.

MAJ. GEN. J. O. MAUBORGNE, former Chief of U. S. Army Signal Corps, DCB member.

REAR ADMIRAL LEIGH R. NOYES, director of naval communications, DCB member

Marconi Memorial Medal of Achievement

DAVID SARNOFF, president, RCA. For outstanding achievement in the radio art. 1939.

E. K. COHAN, director of engineering, CBS; **O. B. HANSON**, vice-president and chief engineer, NBC; **J. R. POPPELE**, chief engineer, WOR-MBS.

VWOA Commemorative Medal

JACK BINNS, Radio Officer, *S.S. Republic* which sank in 1909. Awarded to commemorate 30th Anniversary of his famous CQD, 1939.

T. D. HAUBNER, radio officer, *S.S. Arapahoe* in 1909 when he used signal of distress SOS for first time. Awarded to commemorate 30th Anniversary, 1939.

Marconi Memorial Scroll

RICHARD NEBEL, radio aide to the signal officer, Second Corps Area.

DAVID SHARP, for service as ship's operator in 1915.

Marconi Memorial Wireless Pioneer Medal

LIEUT. COMDR. ARTHUR A. ISBELL, U. S. Naval Reserve, for work in radjo's early days.

Motion Picture Daily Poll, 1941

Champion of Champions—Bob Hope; Jack Benny; Bing Crosby.

Season's Outstanding New Star—Red Skelton; Dinah Shore; Harold Peary.

Film Players on Air—Edward G. Robinson; Bing Crosby; Betty Davis.

Comedians—Bob Hope; Jack Benny; Fred Allen.

Comediennes — Fanny Brice; Gracie Allen; Marian Jordan.

Comedy Teams—Fibber McGee & Molly; Burns & Allen; Abbott & Costello.

Masters of Ceremonies—Bing Crosby; Bob Hope; Clifton Fadiman.

Male Vocalists (popular)—Bing Crosby; Kenny Baker; Lanny Ross.

Female Vocalists (popular) — Dinah Shore; Kate Smith; Connie Boswell.

Male Vocalists (classical) — Richard Crooks; James Melton; Lawrence Tibbett.

Female Vocalists (classical) — Gladys Swarthout; Lily Pons; Margaret Speaks.

Commentators—H. V. Kaltenborn; Raymond Gram Swing; Elmer Davis.

Sports Announcers — Bill Stern; Ted Husing; Red Barber.

Studio Announcers—Harry von Zell; Don Wilson; Milton Cross.

Dance Bands (sweet)—Guy Lombardo; Wayne King; Sammy Kaye.

Dance Bands (swing)—Glenn Miller; Tommy Dorsey; Benny Goodman.

Symphonic Conductors—Leopold Stokowski; Arturo Toscanini; John Barbirolli.

Dramatic Programs (different plays)—Lux Radio Theatre; Helen Hayes Theatre; Orson Welles.

Dramatic Programs (same cast, characters)—One Man's Family; Aldrich Family; Big Town.

Variety Programs—Kraft Music Hall; Rudy Vallee; Bob Hope.

Quiz Shows—Information Please; Take It Or Leave It; Quiz Kids.

Children's Programs — Let's Pretend; Quiz Kids; Irene Wicker, Lone Ranger, tied.

Daytime Serials—Vic & Sade; Against the Storm; Goldbergs, Life Can Be Beautiful, tied.

Educational Programs—CBS School of the Air of the Americas; NBC University of Chicago Round Table; Mutual American Forum of the Air.

Special Events—CBS Spirit of '41; NBC General News, CBS Army Maneuvers, tied; CBS Overseas Broadcasts, NBC This Is England, tied.

'Broadcasting' Magazine Golf Trophy Awards*

1932—Dr. Leon Levy, WCAU, Phila.

1933—Gerald King, Standard Radio, Hollywood.

1934—Lewis Allen Weiss, Don Lee Broadcasting System.

1935—Carl Haymond, KMO, Tacoma, Wash.

1936—Ross Wallace, WHO, Des Moines.

1937—E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington (tie).

1938—No award made.

1939—K. W. Pyle, KFBI, Abilene, Kan., and V. E. Carmichael, KWK, St. Louis (tie).

1940—Sherwood Brunton, KJBS, San Francisco, and KQW, San Jose.

1941—Paul Raymer and Peirce Romaine, both of Paul Raymer & Co. (tie).

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*Silver trophy awarded to winners of golf tournaments held in connection with annual conventions of NAB.

Radio Polls, Awards and Citations: 1941

Medal of Honor Awards* Institute of Radio Engineers

1917—E. H. Armstrong, New York City
1919—E. F. W. Alexanderson, Schenectady, N. Y.
1920—G. Marconi,† Italy
1921—R. A. Fessenden,† Boston
1922—Lee de Forest, New York City
1923—John Stone Stone, San Diego, Cal.
1924—M. I. Pupin,† New York City
1926—G. W. Pickard, Boston, Mass.
1927—L. W. Austin,† Washington
1928—Jonathan Zenneck, Munich, Germany
1929—G. W. Pierce, Cambridge, Mass.
1930—P. O. Pedersen, Copenhagen, Denmark
1931—G. A. Ferrie,† Paris, France
1932—A. E. Kennelly,† Cambridge, Mass.
1933—Sir Ambrose (J. A.) Fleming, Sidmouth. S. Devon, England
1934—S. C. Hooper, Washington
1935—Balth. van der Pol, Eindhoven, Holland
1936—George A. Campbell, New York City
1937—Melville Eastham, Cambridge, Mass.
1938—J. H. Dellinger, Washington
1939—Sir George (A. G.) Lee, London, England
1940—Lloyd Espenschied, New York City
1941—Dr. Alfred Norton Goldsmith, New York City.

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*Given annually in recognition of distinguished service in radio communication; awarded to "one who has been responsible for an important advance in the science or art of radio communication. This advancement may be a single development or it may be a series of developments which in the aggregate have resulted in substantial improvements in radio communication."

†Deceased.

William S. Paley Amateur Radio Award*

1936—Walter Stiles Jr., W8DPY, Coudersport, Pa. (for communications work during floods)

1938—Robert T. Anderson, W9MWC, Harrisburg, Ill. (for communications work during floods)

1939—Wilson E. Burgess, W1BDS, Westerly, R. I. (for communications work during New England hurricane).

1940—No award made.

1941—Marshall A. Ensor, W9BSP, Olanthe, Kan. (for conducting regular courses in fundamentals of radio, enabling thousands to pass examinations for amateur licenses).

*Trophy awarded annually by president of CBS to "individual who, through amateur radio, in the opinion of an impartial board of awards, has contributed most usefully to the American people, either in research, technical development or operating achievement."

'Sporting News' Baseball Announcer Awards*

1937—France Laux, KMOX, St. Louis.
1938—Tom Manning, WTAM, Cleveland.
1939—Walter (Red) Barber, WOR, Newark. Runners up: Frankie Frisch, Colonial Network; Bob Elson, WGN, Chicago.

1940—Bob Elson, WGN, Chicago, major leagues; Walt Lochman, KCKN, Kansas City, Kan., minor leagues.

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* Trophy awarded annually by *Sporting News*, St. Louis baseball newspaper, to "broadcaster who has contributed most to the game and to radio."

Miscellaneous 1941 Radio Awards

Advertising & Selling Magazine—Bronze medal awards Feb. 13 to Maj. Edwin H. Armstrong, inventor of FM, as "the individual who by contemporary service has added to the knowledge and technique of radio advertising"; to Raymond Gram Swing (sponsored on MBS by General Cigar Co.) "for excellence of sponsored news broadcasts". Medals for "outstanding skill in commercial program production" to Needham, Louis & Brorby, Chicago, for the S. C. Johnson & Son *Fibber McGee & Molly* program on NBC-Red; to Lord & Thomas, Chicago, for Pepsodent Co. *Bob Hope* program on NBC-Red.

Women's National Radio Committee—Awards made May 13 to Raymond Gram Swing, MBS foreign news analyst; NBC's *University of Chicago Round Table; CBS's Headlines & Bylines*, "as best educational program with a democracy theme; NBC's *I'm an American*, "miscellaneous programs promoting democracy". Special local awards for New York City to *Americana Quiz*, WMCA; *America Speaks*, WNYC; *Ethical Side of the News*, WQXR; medals presented to Mrs. Franklin D. Roosevelt, Mrs. J. Borden Harriman, Raymond Massey, Lily Pons.

Chicago Federated Advertising Club—Radio award presented to *Quiz Kids*, sponsored on NBC-Blue by Miles Labs., Elkhart, Ind. (Alka-Seltzer), as outstanding network show originating in Chicago during 1940. Honorable mention for network shows to Campana Sales Co., Batavia, Ill. (Italian Balm), for *First Nighter* on CBS. Award for best locally produced show to Service Drug Stores for *Music Lovers Program* on WCFL. Awards made in March, 1940.

Westinghouse Order of Merit—Annual medal conferred May 28 on Walter Evans, vice-president of Westinghouse Radio Stations Inc., in recognition of leadership and outstanding service in broadcasting.

Women's Press Club of New York—On May 24 awarded citations to E. I. Du Pont de Nemours & Co. for *Cavalcade of America* on NBC-Red, especially program April 28, 1941, "The Heart and the Fountain"; NBC for "service to nation in broadcasting religious programs of outstanding quality" under direction of Dr. Franklin Dunham, NBC director of religious programs; MBS, for transatlantic broadcast Dec. 17, 1940, based on "The Corn Is Green"; CBS, for *Let's Pretend* program for children, produced and conducted by Nila Mack.

Hiram Percy Maxim Amateur Radio Awards*

1936 — Victor H. Clark, W6KFC, Phoenix, Ariz.

1937—Oscar L. Short, W9RSO, Jaspar, Mo.

1938 — Owen J. Dowd, W2JHB, Brooklyn, N. Y.

1939—Dawkins Espy, W5CXH, New Orleans.

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*Award is bronze replica of original *Wouff Hong* and $100 cash, established in honor of the late founder of the American Radio Relay League, by his daughter and son, Mrs. John G. Lee and Mr. Hiram Hamilton Maxim. Made annually in succeeding year to amateur under 21 who has made outstanding record for year in amateur radio.

Morris Liebmann Memorial Prize of I.R.E.*

1919—L. F. Fuller, Berkeley, Cal.
1920—R. A. Weagant, New York City
1921—R. A. Heising, New York City
1922—C. S. Franklin, London
1923—H. H. Beverage, New York City
1924—J. R. Carson, New York
1925—Frank Conrad, Pittsburgh
1926—Ralph Bown, New York City
1927—A. H. Taylor, Washington
1928—W. G. Cady, Middletown, Conn.
1929—E. V. Appleton, Cambridge, England
1930—A. W. Hull, Schenectady, N. Y.
1931—Stuart Ballantine, Boonton, N. J.
1932—Edmond Bruce, New York City
1933—Heinrich Barkhausen, Dresden, Germany
1934—V. K. Zworykin, Camden, N. J.
1935—F. B. Llewellyn, New York City
1936, B. J. Thompson, Harrison, N.J.
1937—W. H. Doherty, New York City
1938—G. C. Southworth, New York City
1939—H. T. Friis, New York City
1940—Harold A. Wheeler, New York

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*Annual award to member of Institute of Radio Engineers "who shall have made public during the recent past an important contribution to radio communication." This award was established to perpetuate the memory of the late Col. Morris Liebmann by E. J. Simon, fellow of the I.R.E. It consists of income from a gift of $10,000 and is not a stated amount as it is the interest from securities in which the principal is invested.

U. S. Broadcasting Representatives Abroad

Columbia Broadcasting System

London, England: 49 Hallan Street. Chief of European Staff: Edward R. Murrow (on leave in U. S.). Assistants: Robert Trout (in charge), Charles Collingwood.

Vichy, France: Clinton Winant.

Berne, Switzerland: Bristol Hotel. Central European Representative: Howard K. Smith. Assistant: Charles Barbe

Moscow, Russia: Hotel Metropole. Representative: Larry LeSueur.

Ankara, Turkey: Ankara Palace. Representative: Winston Burdette.

Cairo, Egypt: Egyptian Broadcasting. Representative: Edward Chorlian.

Sydney, Australia: c/o American Consul. Representative: George Folster.

Honolulu, Hawaii: Radio Station KGMB. Representative: Webley Edwards.

Manila, P. I.: c/o *Manila Bulletin*. Representative: Ford Wilkins. Bayview Hotel, Tom Worthen.

Singapore, Malay: Raffles Hotel. Roving Far Eastern Correspondent: William J. Dunn. Representative: Cecil Brown.

Batavia, Dutch East Indies: c/o American Consul. Representative: John McCutheon Raleigh.

Havana, Cuba: c/o *Havana Post*, Industas 165. Representative: Alexander Garcia.

Mexico City, Mexico: Apartado 2669. Representative: James G. Zea.

Hancock, Canal Zone: Tivoli Hotel. Representative: Jack Fendell.

Caracas, Venezuela: Apartado 889. Representative: Franklin Whaite.

Buenos Aires, Argentine: Montevideo 1565 (2). Apartment 6-A. Representative: Herbert M. Clark.

Rio de Janeiro, Brazil: 5 Rua Ronald Decarvalho, Apt. 142. Representative: John B. Adams.

Santiago, Chile: Baudera 75. Representative: Charles Griffin.

Lima, Peru: Jiron Lampa 665. Representative: Claude Guyant.

Asuncion, Paraguay: Calle San Jose 181. Representative: John Vebber.

La Paz, Bolivia: Casilla 889. Representative: Norman Stines, Jr.

National Broadcasting System

London, England: 2 Mansfield Street, W. 1. Chief of London Office: Frederick B. Bate. Assistants: John MacVane, Robert St. John.

Vichy, France: Hotel Delapaix. Representative: Paul Archinard.

Berne, Switzerland: Scheweizerhof Hotel. Representative: Charles Henry Lanius.

Stockholm, Sweden: Stadshagsplan 3/34. Representative: David Anderson.

Moscow, Russia: American Embassy. Representative: Robert Magidoff.

Reykjavik, Iceland: Havallagata 32. Representative: G. Bjorn Bjornson.

Ankara, Turkey: Radio Station TAP. Representative: Mary Brock.

Cairo, Egypt: American University Club. Representative: Grant Parr.

Sydney, Australia: c/o Amalgamated Wireless. Representative: M. K. Slosberg.

Manila, P. I.: Radio Station KZRH. Representatives: Bert Silen, Don Bell.

Singapore, Malay: Martin Agronsky.

Batavia, Dutch East Indies: Secretariewey 3. Representative: Sidney Albright.

Shanghai, China: c/o American Club. Representative: Edward Hart Mackay.

Chungking, China: Press Hotel. Representative: Harrison Forman.

Brazzaville, Free French Africa: c/o High Commissioner. Representative: Hassoldt Davis.

Mexico City, Mexico: Eliseo Dept. 3. Representative: Robert F. Allen.

Panama, Canal Zone: Box 616, Ancon. Representative: Peter Brennan.

Bogota, Colombia: United States Embassy. Representative: Jean Anne Crawford.

Caracas, Venezuela: Country Club. Representative: Stanley Ross.

Buenos Aires, Argentine: Ventura Bosch 7070. Representative: Everett A. Bauman.

Rio de Janeiro, Brazil: Si Carrera.

Mutual Broadcasting System

London Representative: John Steele, Underdowns, Chaldon Way, Coulsdon, Surrey, England. Telephone: Downland 176. Cable Address: Steele Underdowns Coulsdon. Assistant: Arthur Mann.

Cairo, Egypt: Sam Brewer.

Manila, Philippines: Royal Arch Gunnison.

Batavia, Dutch East Indies: Elizabeth Wayne.

Mexico City, Mexico: Jack Starr Hunt.

Lima, Peru: Calle Santa Teresa 587. Representative: Roberto Stiglich.

Colleges and Universities of the United States

OFFERING COURSES IN RADIO BROADCASTING

1941-1942

With Names of Instructors and Credit Hours

Compiled by Director of Research, Federal Radio Education Committee, U. S. Office of Education, Federal Security Agency, Washington, D. C.

This list is based on the returns of a survey of approximately 1800 colleges and universities in the United States that had been received up to date of publication. The list includes 626 colleges offering radio courses, as compared with 475 in a like period a year ago. While no comprehensive analysis has yet been made of the content of courses, the greatest increase seems to lie in the technical field.

Institutions are listed in alphabetical order, together with symbols to indicate the kind of courses offered in each institution, the number of quarter hours of credit which each course carries, and the name of the person offering the course.

The following code should be used to interpret the symbols: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Radio Script Writing, (D) Radio Announcing, (E) Radio Newscasting, (F) Radio Dramatics & Speech, (G) Radio Music, (H), Radio Station Management, (I) Radio Station Management, (J) Radio Advertising, (K) Continuity Writing, (L) Education, (M) Radio Engineering, (N) Television, (O) Radio Law, (P) Sociological Aspects of Radio. Whenever credit hours were reported for any course, the number of hours will be found bracketed with the names of the persons in charge of radio instruction.

For example, (D-2) (E) indicates a course in Radio Announcing carrying 2 credit hours, and a course in Radio Newscasting for which no credit is given. (A, B, C-2) signifies that a course is offered which combines the general course in radio, radio program planning and production, and script writing, for which a total of 2 credits is offered. The symbol (L-varies) indicates technical courses in radio for which the credit hours vary.

Abilene Christian College, Abilene, Tex. (G-3). Fred J. Barton.

Aeronautical University, Chicago, Ill. (L). Samuel J. Wise.

A & I State College, Nashville, Tenn. (B, C, D, E, F-3). T. E. Poag.

A & M College of Texas, Station, Tex. (F-2) (L-10). C. O. Spriggs, H. C. Dillingham.

A & T College. Greensboro, N. C. (C-3) (F-3) (L). A. C. Bowling, C. G. Green.

Akron, University of, Akron, Ohio (G-3) (K-3). Orville A. Hitchcock, P. C. Smith.

Alabama College, Montevallo. Ala. (B-2) (K). Nora Landmark.

Alabama Polytechnic Institute, Auburn, Ala. (K). Woodrow Darling.

Alabama, University of, University, Ala. (A-4) (B-12) (C) (D-10) (F-8) (G-16) (H-11) (I) (J) (L-12). John S. Carlile.

Alaska, University of, College, Alaska. (L-4). Prof. Everett R. Erickson.

Albion College, Albion, Mich. (L). Raymond G. Spencer.

Allegheny College, Meadville, Pa. (F-4). Charles E. Irvin, John Hulburt.

Alliance College, Cambridge Springs, Pa. (L-3). F. Kawalko.

Alma College, Alma, Mich. (F-2) (L-3). Carney C. Smith, Prof. Ditto.

Alma White College, Zarephath, N. J. (H) (L-6). Dr. Roy B. White.

Altus College, Altus, Okla. (A-3). Mrs. Clifford Peterson.

Amarillo College, Amarillo, Tex. (A-3). Donald Clark.

Amerett College, Danville, Va. (F-3). Atwood Hudson.

American University, Washington, D. C. (G-3) (L-3). Helen A. Miller.

Anderson College, Anderson, S. C. (F) (G-2). Dorothy Sullivan, Grace Cronkhite.

Antioch College, Yellow Springs. Ohio. (L-12). C. D. Barbulesco.

Arizona State Teachers College, Tempe, Ariz. (A-2) (L-12). Beryl M. Simpson.

Arizona, University of, Tucson, Arizona. (C-2). Harry Behn.

Arkansas, University of, Fayetteville, Ark. (G-2) (L-8). Robert E. Beam.

Armour College of Engineering, 3300 S. Federal Street, Chicago, Ill. (L-4) (M-4). Prof. E. H. Freeman.

Art Institute of Chicago, Chicago, Ill. (E). Maurice Guesin.

Arthur Jordan Conservatory of Music, Indianapolis, Ind. (C-6) (D-12) (E-3) (F-2) (I-2) (J-8) (L-8) (M-2). Frederic G. Winter.

Asheville College, Asheville, N. C. (L-2). Klaus Hilzheimer.

Asheville Normal & Teachers College, Asheville, N. C. (A-2). Hazel G[illegible]bbany.

Ashland College. Ashland, Ohio. (F) (M-9). Profs. Long and Taylor.

Ashland Junior College, Ashland, Ky. (L-5). Herbert Hazel.

Augustana College, Rock Island, Ill. (G-2). Theodor Le Vander.

Augustana College, Sioux Falls, S. Dak. (A-3) (C-2). Keith Case, G. E. Carlson.

Aurora College, Aurora, Ill. (A-2) (D-2). Dean Stanley H. Perry.

Austin College, Sherman, Tex. (F). Mrs. R. W. Lewin.

Baker University, Baldwin City, Kans. (F-3). Mildred B. Hahn.

Bakersfield Junior College, Bakersfield, Calif. (B-4) (M-9). Allen B. Parker, Forest Lynn.

Baldwin-Wallace, Berea, Ohio. (G-2). Dana T. Burns.

Ball State Teachers College, Muncie, Ind. (A) (B) E. P. De Miller.

Barat College. Lake Forest, Ill. (G-1). Ann May Hawekotte.

Bard College, Annadale-on-Hudson, N. Y. (L-8). L. B. Leighton, J. W. Lydman.

Bates College, Lewiston, Maine. (A-3) (M-4). Brooks Quimby, K S. Woodcock.

Baylor University, Waco, Tex. (A-5) (B-5). Clayton R. Page.

Beaver College, Jenkintown, Pa. (A-2). Ruth R. Haun.

Beloit College, Beloit, Wis. (L). Vernon A. Suydam.

Bennett Junior College, Millbrook, N. Y. (B). Mrs. Sarah V. Hodges.

Berea College, Berea, Ky. (L-9). Waldeman Noll.

Berry College, Mt. Berry, Ga. (L-3). L. E. McAllister.

Bessie Tift College, Forsyth, Ga. (G-9). Louise Waldrop.

Bethany College, Bethany, W. Va. (K-2). R. H. Eliassen.

Billings Polytechnic Institute, Polytechnic, Mont. (K-21). C. Bourne.

Biltmore College, Asheville. N. C. (F-2). George W. Tidd.

Birmingham - Southern College, Birmingham, Ala. (F-6). Stewart Mims.

Black Hills Teachers College, Spearfish, S. D. (F-6) (L). Mrs. L. J. Humbert.

Blue Ridge College, New Windsor, Md. (A-1) (B-2) (D) (E) (G) (K-3). M. S. Reifsnyder.

Boston College, Chestnut Hill, Mass. (L-8). Profs. Gager and Marcou.

Boston University, Boston, Mass. (A) (B) (C) (D) (E) (F) (I) (K-2). Ralph L. Rogers.

Bob Jones College, Cleveland, Tenn. (A-4½) (B-3). Elizabeth Adams.

Bradley Polytechnic Institute, Peoria, Ill. (C-2) (F-3) (L-3). Clara E. Krefting, Fred E. Dace.

Branch Agricultural College, Cedar City, Utah. (L-3). John W. Christensen.

Brenau College. Gainesville, Ga. (A-1). Lois G. Secor.

Briar Cliff College, Sioux City, Iowa. (A-2). Sister Jean Marie.

Brigham Young University, Provo, Utah. (A-2) (B-2) (C-2) (F-8) (J-2) (L-5) (K). T. Earl Pardoe, Wayne B. Hales.

Brooklyn College, Brooklyn, N. Y. (F-2). A. L. Mallory.

Brown University, Providence, R. I. (A) (L). Prof. Tompkins.

Bucknell University, Lewisburg, Pa. (L-6). George A. Irland.

Buffalo, University of, Buffalo, N. Y. (G-4) (L-3). L. Grant Hector, Stanley Travis.

Butler University, Indianapolis, Ind. (F-6). L. Gray Burdin.

California Institute of Technology, Pasadena, Calif. (L-20). S. S. Mackeown.

California Polytechnic College. San Luis Obispo, Calif. (B-3) (C-3) (L-6). Robert E. Kennedy, Bourne Eaton.

California School of Mechanical Arts, San Francisco, Calif. (L). W. H. Austin.

California, University of, Berkeley. Calif. (I). Royal A. Roberts, Hale Sparks.

California, University of, Los Angeles. Calif. (L-7). G. R. Robertson.

Capital City Commercial College, Des Moines, Ia. (F). Owen Cunningham.

Capital Hill Junior College, Oklahoma City, Okla. (L-10). Albert Tillotson.

Capital University, Columbus, Ohio. (B-3). William C. Craig.

Carroll College, Waukesha, Wis. (A-2). V. A. Utzinger.

Case School of Applied Science, Cleveland, Ohio. (L-13). John R. Martin.

Catholic University of America, Washington, D. C. (D-1) (G-2). Rev. G. V. Hartke.

Cazenovia Junior College, Cazenovia, N. Y. (G). Robert H. Stewart.

Cedar Crest College, Allentown, Pa. (C). John A. Tallmadge.

Cedarville College, Cedarville, Ohio. (L-4). C. O. Pyatte.

Centenary Junior College. Hackettstown, N. J. (G-2). Mrs. Ellen C. Couch Kuhn.

Central College, Pella, Iowa. (L-2).

Central Junior College, El Centro, Calif. (A-9) (B-9). R. E. Huddleston, Stan D. Atkin.

Central Missouri State Teachers College, Warrensburg, Mo. (G-5) (L-2½) (C-2½). Mrs. C. B. Cokefair.

Central State College, Edmond, Okla. (F-2) (L-3). Profs. Biondo and Woodward.

Central State Teachers College, Mt. Pleasant, Mich. (G-2). W. E. Moore.

Central State Teachers College, Stevens Point, Wis. (C-2) (G-2). Gertie L. Hanson, J. D. Colby.

Central Washington College of Education, Ellensburg, Wash. (B, C-3). O. Nelson.

Central YMCA College, Chicago, Ill. (C-3) (F-3) (I-3). J. Floyd Morris, Chas. M. Whitlo.

Centre College, Danville, Ky. (L-3). Raymond B. Sawyer.

Chaffey Junior College, Ontario, Calif. (F) (H). Charles J. Booth.

Chapman College, Los Angeles, Calif. (A-3) (C-4½) (F). Bertha J. MacKay.

Chicago Conservatory, Chicago, Ill. (A, B. D, E, F, G). John Stamford, Mary McKinley, Lester Luther.

Chicago Teachers College, Chicago, Ill. (A-3). Harold Kent.

Chicago Technical College. Chicago, Ill. (L-41).

Chicago Theological Seminary, Chicago, Ill. (F-1). Davis Edwards.

Chicago, University of, University College, Chicago, Ill. (D-6 2/3) (F-3). Sherman M. Dryer, C. F. Huth.

Chico State College, Chico, Calif. (F-3). Harlen M. Adams.

Christian College, Columbia, Mo. (B-1) (D-3). Mrs. Mary P. Keeley, Josephine Dillon, Richard Wright.

Cincinnati Conservatory of Music, Cincinnati, Ohio. (A to G, inc.). Hubert Kockritz, Kathryn Haun, Peter Froehlich.

Cincinnati, University of, Evening College, Cincinnati, Ohio. (D-4) (I-2) (L-24) (M-2). N. P. Auburn.

Citadel, The, Charleston, S. C. (L-6). N. F. Smith.

City College of New York, N. Y. City. (A) (B) (C) (E) (I). Nancy David.

Clarke College, Dubuque, Iowa. (A-1). Sister Mary Aloysius.

Clarkson College, Potsdam, N. Y. (L-16). John L. Stiles.

Clemson College, Clemson, S. C. (L-4). A. B. Credle.

Coe College, Cedar Rapids, Iowa. (B, C. D, E-8) (F). J. Dale Welsch.

Cogswell Polytechnic College, San Francisco, Calif. (L). Charles Moody.

Colby Junior College for Women, New London, N. H. (F-6). Mrs. Georgina Johnson.

Colgate University, Hamilton, N. Y. (B, C, D, E. F-3) (L). J. V. Garland, C. L. Henshaw.

College Misericordia, Dallas, Pa. (F-2). Agnes C. Loughlin.

College of City of New York, New York, N. Y. (A-2) (B-3) (D-2). Seymour N. Siegel.

College of Education, Great Falls, Mont. (A-3) (E) (F-2). Miss B. Le Clair.

College of Emporia, Emporia, Kans. (L-4). R. F. Miller.

College of the Holy Cross, Worcester, Mass. (L). Rev. Thomas H. Quigley.

College of Music of Cincinnati, Cincinnati, Ohio. (A-12) (B-9) (H-6) (C) (D-8) (E-8) (F-8) (G-22). Uberto T. Neely.

College of New Rochelle, New Rochelle, N. Y. (B). Mother Margaret Richard.

College of the Pacific, Stockton, Calif. (A-2) (B-2) (C-2) (E-2) (F-6) (K-2). John C. Crabbe.

College of St. Catherine, The, Saint Paul, Minn. (B-2) (D-2). Mrs. Josephyn Conlin.

College of St. Teresa, Winona, Minn. (D). Sister M. Marcelline.

College of William & Mary, Williamsburg, Va. (B-3) (K-2). Leon Mason. Althea Hunt.

College of Wooster, Wooster, Ohio. (L-4). Earl W. Ford.

Colorado College, Colorado Springs, Colo. (L-12). Howard Olson.

Colorado School of Mines, Golden, Colo. (L-16). Dr. Myron G. Pawley.

Colorado State College of Education, Greeley, Colo. (B-4) (K-4) (L-4). James D. Finn, Fred Herman.

Colorado, University of, Boulder, Colo. (A-3) (B-3) (C-3) (E-2) (I-3) (J-3) (K-3) (L-20) (O-3). John Cage.

Colorado Women's College, Denver, Colo. (A) (I-3 1/3). Mrs. H. R. Robinson, H. M. Thal.

Columbia College of Drama and Radio, Chicago, Ill. (B-4) (C-4) (D-4) (F-12). Norman Alexandroff.

Columbia University, New York, N. Y. (A-2) (B-3) (D-3). Erik Barnouw.

Concordia College, Moorhead, Minn. (L-3). K. O. Lee.

Connecticut College, New London, Conn. (L). G. K. Daghlian.

Connecticut University of, Storrs, Conn. (L-7). S. Willard Price.

Converse College, Spartanburg, S. C. (F). Edwin Genschefski.

Coppin Teachers College, Baltimore, Md. (G-2) (L-2). A. Dukye Woode.

Cornell University, Ithaca, N. Y. (B) (C) (J) (L). Michael R. Hanna.

Creighton University, Omaha, Neb. (F-2) (J-2). Sorel Monkoff, Edwin Puls.

Daniel Baker College, Brownwood, Texas. (F) (G) (L). C. W. McClelland, Katherine Watson, Mavis Douglas.

Dartmouth College, Hanover, N. H. (C-3) (F-3) (L-6). A. B. Ives, Stearns Morse, W. M. Rayton.

Davidson College, Davidson, N. C. (K-4).

Dayton, University of, Dayton, Ohio. (K-3). Louis Rose.

Delaware, University of, Newark. Del. (K-3). Milton G. Young.

Denison University, Granville, Ohio. (F-6) (L-3). Richard H. Howe, E. A. Wright.

Denver, University of, School of Commerce, Denver, Colo. (A-2½) (B-2½) (D-2½) (G-5) (J-12½) (L-4½). Roscoe K. Stockton, R. W. Boydston.

Depauw University, Greencastle, Ind. (G-6). Herold Ross.

Detroit Institute of Musical Art, Detroit, Mich. (G). Donald Ormand.

Detroit Institute of Technology, Detroit, Mich. (J-3) (K-5). C. C. Winn.

Detroit, University of, Detroit, Mich. (A-2) (L-1 1/3). M. P. Kinsella, A. R. Satullo.

Dickinson College, Carlisle, Pa. (L-9). W. A. Parlin.

Dillard University, New Orleans, La. (L). Julius S. Miller.

Doane College, Crete, Neb. (L-4). E. Russell Wightman.

Dodge City Junior College, Dodge City, Kansas. (C) (D) (F-2). Esther L. Holcomb.

Drake University, Des Moines, Iowa. (A-2) (B-2) (C-2) (D-2) (E) (F) (G-3) (H-3) (I-2) (J-2) (K) (L-2) (O). Profs. Barrett, Helmick, Linehan, Pyle, Richey, Ristvedt.

Drexel Institute, Philadelphia, Pa. (M) R. T. Zern.

Drury College, Springfield, Mo. (G-4). Charles Brown.

Dubuque, University of, Dubuque, Iowa. (L-4½). R. W. Boydston.

Duke University, Durham, N. C. (K-7). W. J. Seeley.

Duluth Junior College, Duluth, Minn. (A-3) (G-3) (K-4). Mrs. Maud R. Young.

Duluth State Teachers College, Duluth, Minn. (G-2) (K-4). J. K. Ehlert, George S. Corfield.

Duquesne University, Pittsburgh, Pa. (B-2) (D-3). Nelson Nicholls.

D'Youville College, Buffalo, N. Y. (C-2 2/3). Sister Saint Geraldine.

Eagle Grove Junior College, Eagle Grove, Iowa. (G-2). Dorothy Giddens.

Earlham College. Richmond, Ind. (G-3). Paul F. Ingels.

East Central State College, Ada, Okla. (C-2) (F-2). D. J. Nabors.

East Texas State Teachers College, Commerce, Texas. (A) (K-3). William W. Freeman.

Eastern Illinois State Teachers College, Charleston, Ill. (L) O. L. Railsback.

Eastern New Mexico College, Portales, N. Mex. (G-6). H. Grady Moore.

Eastern State Normal School, Madison. S. D. (F-2). C. S. Lines.

Eastern Washington College, Cheney, Wash. (L-2). J. S. Lane.

Elkader Public Junior College, Elkader, Iowa. (D). Wilma Wykle.

Elmira College, Elmira, N. Y. (G-2). Geraldine Quinlan.

Emerson College, Boston, Mass. (A-5) (B-¾) (C-1½) (D-3) (F-¾) (G-1½) (I-¾) (J-½). Arthur F. Edes.

Emmanuel Missionary College, Berrien Springs, Mich. (A-4). J. L. Thompson.

Emory University. Emory University, Ga. (G-8). Dowling Leatherwood.

Eureka College, Eureka. Ill. (F-8). L. E. Norton.

Evansville College. Evansville, Ind. (A-3). J. F. Doering.

Eveleth Junior College, Eveleth. Minn. (B) (D) (E) (F) (G) (H) (L-6).

Fairmont Junior College, Washington, D. C. (G-6). Irene Ross.

Fairmont State Teachers College, Fairmont, W. Va. (C-3) (J-3). Medare M. Mason.

Fenn College, Cleveland, Ohio. (B-6) (C-6) (F-3) (L-17). W. A. D. Millson, Dean C. A. Ferguson, W. Davis. Florence Evans.

Finch Junior College, New York, N. Y. (F-4). Elizabeth Young.

Findlay College, Findlay, Ohio. (L-4). Y. K. Roots.

Florida A. & M. College, Tallahassee, Fla. (L-27). W. D. Brooks.

Florida Southern College, Lakeland, Fla. (G-2). Charles Brown.

Florida, University of, Gainesville, Fla. (B-6) (D-3) (E-3) (G-3) (H-2) (I-6) (J-3) (M-6). Dean H. W. Chandler, G. W. Powell.

Fordham School of Education, New York, N. Y. (A-2) (B-2) (C-2) (D) (E) (F). G. Glasgow, H. White.

Fort Hays Kansas State College, Mays, Kans. (A-3). Harvey A. Zinszer.

Frances Shimer Junior College, Mt. Carroll, Ill. (B-4) (C-2) (D-3) (F-2). Profs. Hoffman. Kingsberry.

Franklin College, Franklin, Ind. (F-7). Daniel Kocher.

Franklin University, Columbus, Ohio. (M). E. E. Dysart.

Fresno State College, Fresno, Calif. (B-2) (G-3). Joseph King.

Friends University, Wichita, Kans. (B-2) (C-2) (D, E, F-2) (G) (L-10). Profs. Baker, Bottom.

Fullerton Junior College, Fullerton. Calif. (M-7). Forrest McIntosh.

Furman University, Greenville, S. C. (C, F-9) (L-9). Arthur Coe Gran, G. G. Quarles.

Geneva College, Beaver Falls, Pa. (B-1) (C-1). A. C. Morrill, George McCalmon.

George Pepperdine College, Los Angeles, Calif. (A-3). Maleese Black.

George Washington University, Washington, D. C. (E) (F-3). W. Hayes Yeager.

Georgetown Visitation Junior College. Washington, D. C. (F-2). Caroline McKinley.

George Williams College, Chicago, Ill. (L-4). Helen Cody Baker.

Georgia School of Technology, Atlanta, Ga. (L-8) (F). T. W. Fitzgerald.

SCHOOLS & COLLEGES

Offering Radio Technician Training Course Under Engineering, Science & Management Defense Training Program.

California—Fresno State College, Fresno.

Indiana—Evansville College, Evansville.

Iowa—St. Ambrose College, Davenport.

Kansas—KCKN, Kansas City; Kansas State College, Manhattan.

Kentucky—U of Louisville (Speed Scientific School), Louisville.

Maine—U of Maine, Auburn, Bangor, Portland, Presque Isle.

Maryland—U of Maryland, Washington, D. C. (College Park, Md.)

Massachusetts—WOCB, West Yarmouth; Worcester Polytechnic Institute, Worcester.

Minnesota—U of Minnesota, Minneapolis.
Missouri—Washington U, St. Louis.
Nevada—U of Nevada, Reno.
North Carolina—Duke U, Durham, Greensboro; North Carolina State College, Asheville, Charlotte, Greensboro, Raleigh, Wilmington, Winston-Salem.
Ohio—Baldwin-Wallace College, Berea; Case School of Applied Science, Cleveland; Denison U, Granville; Fenn College, Cleveland; John Carroll U, Cleveland; Marietta College, Marietta; Miami U, Oxford; Oberlin College, Oberlin; Ohio Northern U, Ada; Ohio State U, Columbus; Western Reserve U, Cleveland.
South Carolina—The Citadel, Charleston; U of South Carolina, Columbia; Textile Industrial Institute, Spartanburg.
Texas—U of Texas, Austin; Agricultural & Mechanical College of Texas, College Station; Southern Methodist U, Dallas; Texas Christian U, Fort Worth; Rice Institute, Houston; St. Mary's U, San Antonio.
Virginia—Virginia Polytechnic Institute, Norfolk Division, Norfolk.

List compiled as of Dec. 15. Since the U. S. declaration of war this program has been expanded, under NAB direction, to provide a minimum of 200,000 trained technicians. During 1942 ESMDT courses will be available in every State.

Georgia State College, Industrial College, Ga. (L). Leroy W. Brown.

Georgia State Womans College, Valdosta, Ga. (L). H. I. Kraft.

Georgia, University of, The, Athens, Ga. (A-5) (I-5). Willett M. Kempton.

Gila Junior College, Thatcher, Ariz. (A-2). Wm. C. Kauffman.

Glendale Junior College, Glendale, Calif. (B-2). J. D. Davis.

Glenville State Teachers College, Glenville, W. Va. (C-2) (L-3). W. B. Brown.

Gonzaga University, Spokane. Wash. (L-8). F. J. Trebby.

Grays Harbor Junior College, Aberdeen, Wash. (A). John Forbus.

Great Falls, College of, Great Falls, Mont. (A-4) (B-4) (C-4) (D-4) (E-4) (F-8) (I-4). Belle Le Clair.

Green Mt. Junior College, Poultney, Vt. (F-3) (L-8). Glenn Low, C. R. Nivigius.

Grinnell College, Grinnell, Iowa. (D-2) (F-2). Herschel M. Colbert.

Grove City College, Grove City, Pa. (L-12). Martin Radt.

Gunston Hall, Washington, D. C. (AtoK, inc.-4). Mrs. William Channing Johnson.

Gustavus Adolphus College, St. Peter. Minn. (B-3) (C-3). F. C. Gamelin.

Hamline University, St. Paul, Minn. (F). Anne Simley.

Hampton Institute, Hampton. Va. (L-9). Dernard Alvarez.

Harcum Junior College, Bryn Mawr, Pa. (A-4) (B-4) (D-4) (E-4) (F-4) (G-8) (K). N. Richard Nusbaum.

Hardin - Simmons University, Abilene, Texas. (F-6). Katharine Boyd.

Harding College, Searcy, Ark. (A-3) (F-3). Mrs. Woodson H. Armstrong.

Harvard University, Cambridge, Mass. (C) (L). C. A. Siepmann.

Haverford College, Haverford, Pa. (L-6). Profs. Sutton, Ellsworth.

Hawaii, University of, Honolulu, Territory of Hawaii. (F-2) (L-3). Charles Loomis. Mrs. Etta R. Washburn.

Heidelberg College, Tiffin. Ohio. (B-2) (F-2). H. Dana Hopkins.

Highland Junior College. Highland, Kans. (A-2). Ruth Culbertson.

Hillsdale College, Hillsdale, Mich. (L-5). E. B. Penrod.

Hillyer Junior College. Hartford, Conn. (F-4) (L-5). Profs. Brooks, Olsen, Bramlily.

Hiram College, Hiram, Ohio. (C-9) (F-4½) (L-18). Edwin Lombard, Donald Dooley.

Hobart College. Geneva, N. Y. (A). Alfred G. Haussmann.

Hockaday Junior College, Dallas, Texas. (D) (F). Mrs. Lona Greenan.

Houston College for Negroes, Houston, Texas. (H-1) (J-6) (L-4). Miss D. A. Jermany.

Houston, University of, Houston, Texas. (A-6). Harvey W. Norris.

Hunter College of the City of New York, New York. N. Y. (A-3) (L-2). Profs. Harvey, Otis.

Huntingdon College, Montgomery, Ala. (F-2). Frances Cattrell.

Illinois College, Jacksonville, Ill. (L-7).

Illinois Institute of Technology, Chicago. Ill. (L-41). Profs. Anderson, Edson, Sarbacher.

Illinois State Normal University, Normal, Ill. (F-2). Laura H. Pricer.

Illinois, University of, Urbana, Ill. (F-3). R. R. Barlow.

Illinois Wesleyan University, Bloomington, Ill. (F-3). Charles C. Major.

Immaculata College, Immaculata, Pa. (A) (C) (D) (F). Rev. F. J. Walsh, Sister Marie Eugenie.

Indiana Central College, Indianapolis, Ind. (L-4). Paul M. Strickler.

Indiana State Teachers College, Terre Haute, Ind. (A-4) (B-4) (C-4) (F-4) (K-4). Clarence M. Morgan.

Indiana Technical College, Fort Wayne, Ind. (L-65) (M-5). Paul D. Ankrum.

Indiana University, Bloomington. Ind. (A-3) (B-3) (C-3) (D-6) (H-6) (J-3). Robert E. Barton Allen.

Iowa State College. The, Ames, Iowa. (B-2) (E-4) (F-2) (L-2 2/3) (M-2 2/3). W. I. Griffith.

Iowa, State University of, Iowa City, Iowa. (B-2) (E-3) (F-3) (I-3) (J-3) (K-2) (L-16) (M-3). Profs. Harshbarger, Sanders, Ojemann, Kent.

Iowa Wesleyan College, Mt. Pleasant, Iowa. (B-2) (L-4). Harold E. Nelson, Roger Morrow.

Itasca Junior College, Coleraine, Minn. (F-1 1/3). L. P. Dudley.

Ithaca College, Ithaca, N. Y. (A-3). Michael R. Hanna.

Jackson Junior College, Jackson, Mich. (L-4). W. P. Rayner.

Jamestown College, Jamestown, N. D. (L-3).

John Brown University, Siloam Springs, Ark. (A-3) (F-5) (H-3) (K-3) (L-15) (M-3). Profs. Whaley, Bitzer, Batchelor, Smith.

John B. Stetson University, DeLand. Fla. (F-2) (L-3) (M-3). R. I. Allen, Lydia Theurer.

John Marshall Law School, The, Chicago, Ill. (M). Leo J. Bartoline.

John Tarleton College. Stephenville, Texas. (F-1). Lillie V. Lillard.

Johns Hopkins University, The, Baltimore, Md. (L-5). Ferdinand Hamburger, Jr.

Joplin Junior College, Joplin, Mo. (L-10). Paul Howell.

Jordan Conservatory, Indianapolis, Ind. (A-1) (B-9) (C-6) (D-3) (E-2) (F-5) (H-2) (I-2) (K-4). Norman H. Brinsley, Walter D. Hickman, F. G. Winter.

Juilliard School of Music, New York, N. Y. (A-25). Robert Simon.

Junior College, Bay City, Mich. (B) (C) (E). Henry C. Klingbeil.

Junior College, St. Petersburg. Fla. (F-3). Augusta B. Center.

Kalamazoo College, Kalamazoo, Mich. (A to G, inc.-1). L. S. Judson.

Kansas State College, Manhattan, Kans. (A) (B-11) (C-3) (E-2) (F-2) (G-5) (H) (I-4) (L-8) (O). Profs. Lashbrook, Summers, Thackrey, Stratton, Grossmann, Heberer, Selvidge.

Kansas State Teachers College, Emporia, Kans. (B-2) (L-2). Profs. Porter, Cram.

Kansas, University of, Lawrence, Kans. (F-2) (G-4) (K-6). Harold G. Ingham.

Kent State University. Kent, Ohio. (F-3). H. C. Hansen.

Kentucky, University of, Lexington, Ky. (A to K inc.—complete workshop training) (L-12). Profs. Sulzer, Hahn, Doll.

Kenyon College, Gambier, Ohio. (K-3). E. H. Johnson.

Kilgore College, Kilgore, Texas. (L-6). Sam E. Parker.

Knox College, Galesburg, Ill. (F-2). Wade Arnold.

Lafayette College, Easton, Pa. (L-17). Profs. Gordon, Balderston, Dwyer.

Lamont School of Music, Denver, Colo. (A-2). Florence L. Hinmer.

Langston University, Langston, Okla. (L-3). J. R. Lawson.

La Sierra College, Arlington, Calif. (L-10). L. H. Cushman.

Lawrence Institute of Technology, Highland Park, Mich. (L-20). H. L. Byerlay.

Lebanon Valley College, Annville, Pa. (L-4). Samuel O. Grimm.

Lehigh University, Bethlehem, Pa. (L-15). H. C. Knutson.

Lenoir Rhyne College, Hickory, N. C. (L-6). K. Z. Morgan.

Lewis Institute of Arts and Science, Chicago, Ill. (B-3 1/3) (C-3 1/3) (D-3 1/3). Harold W. Kent.

Lewiston State Normal, Lewiston, Idaho. (C). R. M. Brooking.

Lincoln University, Jefferson City, Mo. (L-5). A. A. Kildare.

Lindenwood College, St. Charles, Mo. (C-4) (F-4). John Stine.

Linfield College, McMinnville, Oreg. (F-2). R. D. Mahaffey.

Little Rock Junior College. Little Rock, Ark. (F). Mrs. Dell P. McDermott.

Long Beach Junior College, Long Beach, Calif. (B) (D) (E) (F-3). Kathryn Kennedy.

Long Island University, Brooklyn, N. Y. (A-2) (C-2). Jo Ranson, A. L. Simon, Frank Danzig.

Loras College, Dubuque, Iowa. (F-16). Vaughn Gayman, James J. Donohue.

Los Angeles City College, Los Angeles, Calif. (A-2) (B-2, 5) (C-3) (D-3) (E-3) (F-7) (G-3) (J-3) (L-15) (M-5). Profs. Crary, Fiske, Kennedy, Whitten, Johnston, Rideout, Strelitzer. Edwards.

Louisiana College, Pineville, La. (F). H. E. Walden.

Louisiana Polytechnic Institute, Ruston, La. (A-4) (B-3) (C-3) (L). Richard Flowers.

Louisiana State University, Baton Rouge, La. (A-6) (B) (C-3) (E-4) (F) (H-3) (L-10) (M) (O). Profs. Smith, Steetle, Guthrie, Taintor, Parkinson.

Louisville Municipal College, Louisville, Ky. (A-4). D. A. Edwards.

Louisville, University of, Louisville, Ky. (L-15) (M-3). S. T. Fife.

Loyola University of Los Angeles, Los Angeles, Calif. (A-4) (B-2) (D-6) (E-2) (G-6) (I-2). Martin H. Work.

Loyola University of the South, New Orleans, La. (A-6) (B) (C) (D) (E) (F) (H) (1) (J) (L-16). Alfred J. Bonomo, J. D. Bloom, John I. Daspit.

Luther College, Decorah, Iowa. (F-6). M. O. Nelssen, Evelyn Steele.

McCook Junior College, McCook, Neb. (L-5). Everett J. Loury.

McKendree College, Lebanon, Ill. (B-2) (F-2). Mrs. Robert Welch.

McPherson College, McPherson, Kans. (C-3) (L-8). Dr. Boitnott.

MacMurray College, Jacksonville. Ill. (B-2) (C-2) Hubert Philippe.

Madison College, Harrisonburg. Va. (F-3) (K-3) (L-3) C. T. Marshall, Argus Trisidder.

Madison College, Madison College, Tenn. (L-5). Nis Hansen.

Maine, University of, Orono, Maine (A-2) (B-2) (F-2) (L-9). D. B. Dusenbury.

Manhattan College, New York, N. Y. (L-7). J. Francis Rientjes.

Marin Junior College, Kentfield, Cal. (E-2) (K-2). W. M. Gwinn, Jr.

Marjorie Webster Schools, The, Washington, D. C. (B-4) (C-2) (F-6). Florence McCracken.

Marquette University, Milwaukee, Wis. (F-3) (I-5) (L-3). William R. Duffey, Earl H. Huth, Edwin L. Cordes, Hugo E. Hellman.

Marshall College, Huntington, W. Va. (F-3). A. Otis Ranson.

Mars Hill College, Mars Hill, N. C. (L-8). V. E. Wood.

Marygrove College, Detroit. Mich. (A-1). Rose Walsh.

Maryland, University of, College Park, Md. (A-4). Ray Ehrensberger.

Maryville College, St. Louis, Mo. (F-2). Johnnys Akin.

Mary Washington College, Fredericksburg, Va. (A-9) (B-9) (C-6) (D-3) (F-3). H. H. Weiss.

Massachusetts Institute of Technology, Cambridge, Mass. (L-varies). Edw. L. Bowles.

Massachusetts State College, Amherst, Mass. (L-3). Francis C. Pray.

Miami, University of, Coral Gables, Fla. (A-12) (L-3). H. Franklin Williams, W. C. Smith.

Miami University, Oxford, Ohio (A-2) (B-2) (C-2) (F-2). Ray Pedersen, Harry Williams.

Michigan College of Mining & Technology, Houghton, Mich. (I). M. J. Larsen.

Michigan State College, East Lansing, Mich. (-6) (D-9) (F-12) (L-2). Ralph Norman, L. D. Barnhart, Prof. Osborn.

Michigan, University of, Ann Arbor, Mich. (A-2) (B-2) (C-2) (D-2) (F-4) (I) (J-4) (L-23). Waldo Abbot.

Miles College, Birmingham, Ala. (L-5). M. E. Zealey.

Milton College, Milton, Wis. (F-2) (L-3). C. F. Oakley, L. H. Stringer.

Minnesota, University of, Minneapolis, Minn. (A) (B) (C-5) (D) (E) (F-3) (G) (H) (I) (J) (K-9) (L-33). Mitchell V. Charnley, E. W. Ziebarth, Reid Erekson, Jas. S. Webb, Burton Paulu, Tracy F. Tyler.

Mississippi College, Clinton, Miss. (A-3) (L-9). D. M. Nelson, Henry A. Carlock.

Mississippi State College, State College, Miss. (L-7). G. O. Leaf.

Mississippi, University of, University, Miss. (L-3). S. C. Gladden.

Missouri, University of, Columbia, Mo. (E-3) (F-3) (J-3).

Missouri Valley College, Marshall, Mo. (A-3). R. M. Vanderberg.

Modesto Junior College, Modesto, Cal. (A-2) (L-6). Leonard I. Bartless, W. F. Martin.

Monmouth Junior College, Long Branch, N. J. (L-4½). John A. Weir.

Montana State College, Bozeman, Montana. (L-2 2/3). G. Fiedler.

Montana State Normal College, Dillon, Mont. (D-4). Myrtle Savidge.

Montana State University. Missoula, Mont. (A-2) (E-3) (F-4) (G-4). Profs. Lester, Housmann, Hayden and McGinnis.

Moravian College. Bethlehem. Pa. (L-12). Raymond Lawley.

Morehead State Teachers College, Morehead, Ky. (L-3). W. C. Wineland.

Morehouse College, Atlanta, Ga. (L-4). H. V. Eagleson.

Morningside College, Sioux City, Iowa (F) (L). John G. Felton.

Morris Brown College, Atlanta, Ga. (F-8) (G-4). E. W. Hathcock. •

Mount Holyoke College, South Hadley, Mass. (L, M-3). Rogers D. Rusk.

Mount Mercy College, Pittsburgh, Pa. (A, F-3). Anna Marie McConnell.

Mount St. Joseph College, Maple Mount, Ky. (D, F, G,). Janet Gavin.

Mount St. Joseph Teachers College, Buffalo, N. Y. (F). Sister Mary Agnes.

Multnomah College, Portland, Ore. (F-2) (L-16). A. H. Graper, Albert R. Bishop.

Muhlenberg College, Allentown, Pa. (K-6). Carl W. Boyer.

Mundelein College, Chicago, Ill. (D-4) (F). Sister Mary Laurencita.

Murray State Teachers College. Murray, Ky. (A) (L-3). Chas. Hire.

Muskingum College, New Concord, Ohio. (F-3). W. H. Ewing.

National Park College, Forest Glen, Md. (F-4). Katherine Shank.

National University, Washington, D. C. (M-4). Howard S. LeRoy.

Nazareth College, Rochester, N. Y. (F). Marion Ide.

Nebraska State Teachers College. Kearney, Neb. (A-3) (B-2) (E-1). J. D. Hansen, C. T. Ryan, Robertson Strawn.

Nebraska State Teachers College, Peru, Neb. (L-2). Ernest Rawson.

Nebraska State Teachers College, Wayne, Neb. (A-4). James E. Brock.

Nebraska Wesleyan University, Lincoln, Neb. (F-3). Gale McGee, J. C. Jensen.

Nebraska, University of, Lincoln, Neb. (B, F-3) (I-1) (L-7). Profs. Martin, Blood & Norris.

Nevada, University of, Reno, Nev. (L-10). I. J. Sandorf, S. W. Leifson.

Newark College of Engineering, Newark, N. J. (L-10). S. Fishman. Albert A. Nims.

New Hampshire, University of, Durham, N. H. (F-3) (L-7). Fred D. Jackson, E. A. Cortez.

New Mexico College of A. and M. Arts, State College, N. Mex. (L-6). M. A. Thomas.

New Mexico Military Institute, Roswell, N. Mex. (L-4). Capt. M. G. Sayre.

New Mexico, University of, Albuquerque, N. Mex. (A-8) (C-8) (L-8). Mrs. Mary Hickox, H. L. Jones.

New River State College, Montgomery, W. Va. (L-5) (M-3). M. B. Tolley.

New York School of Social Work, New York, N. Y. (A). Mrs. Mary S. Routzahn.

New York State Agricultural and Technical Institute, Alfred, N. Y. (L-21). G. F. Craig.

New York State College for Teachers, Albany, N. Y. (L-3). Professor Hale.

New York University, New York, N. Y. (A-12) (B-20) (C-24) (F-4) (I-8) (K-4) (L-38). Louella Hoskins, Thomas Carska.den, Robert Emerson, Margaret Harrison, H. M. Partridge.

Niagara University, Niagara University, N. Y. (A-3) (B) (H-1). Rev. O. E. Morton.

North Carolina State College, Raleigh, N. C. (L-9). R. S. Fouraker.

North Carolina, University of, Chapel Hill, N. C. (B-5) (F-10) (J) (L-5). Earl Wynn.

North Dakota Agricultural College, Fargo, N. D. (F-4). A. G. Arvold.

North Dakota, University of. Grand Forks, N. D. (C-2) (F-2) (L-13). A. J. Cecka, J. S. Penn, E. J. O'Brien, D. R. Jenkins.

Northeast Junior College, Monroe, La. (A-9). Edward Longerich.

Northeastern State College, Tahlequah, Okla. (L-3).

North Georgia College, Dahlonega, Ga. (L-5). C. J. Dismukes, Chas. E. Carson.

North Idaho Junior College, Coeur d'Alene, Idaho. (F). Marion McGuire.

North Texas Agricultural College, Arlington, Tex. (F-3) (G-3). Richard L. Slaughter.

North Texas State Teachers College, Denton. Tex. (A-4½) (F-4½) (L-4½). Mrs. Olive M. Johnson, George A. Titterington.

Northern Illinois State Teachers College. DeKalb, Ill. (A-4). H. W. Gould.

Northern State Teachers College, Marquette, Mich. (A-4). D. S. Garby.

Northwestern University, Evanston, Ill. (B-2) (D-2) (E-2) (F-2) (I-4). Parker Wheatley.

Notre Dame College. Staten Island, N. Y. D-2. Margaret C. Richard.

Notre Dame, University of, Notre Dame, Inc. (D-3) (E) (F). Rev. E. P. Burke.

Occidental College, Los Angeles, Calif. (A-2). Charles F. Dindsley.

Oglethorpe University, Oglethorpe University, Ga. (A-6) (C-6) (D-6) (F-2) (H16). J. A. Aldrick.

Ohio Northern University, Ada, Ohio. (L-15). Prof. D. S. Pearson.

Ohio State University, Columbus. Ohio. (B-1 1/3) (C-6 2/3) (D-3 1/3) (F-2) (F-3 1/3) (H-4) (J-2) (L-16). E. E. Dreese, H. W. Nisonger.

Ohio University, Athens, Ohio. (B-3) (B-20).

Ohio Wesleyan University, Delaware, Ohio. (F-4). R. C. Hunter.

Oklahoma Baptist University, Shawnee, Okla. (B, C, D) (L-3). Ralph Matthews.

Oklahoma City University, Oklahoma City, Okla. (A-8). Wayne Campbell, Paul Williamson.

Oklahoma Military Academy, Calermore, Okla. (L). Lt. J. T. Mitchel.

Oklahoma, University of, Norman. Okla. (B-2) (D-2) (F-1) (F-3) (J-2) (L-varies). H. H. Leake.

Oklahoma College for Women, Chickasha, Okla. (G-4). Broun H. Mayall.

Okmulgee Jr. College, Okmulgee, Okla. (F). Mimian Thompson.

Olivet College, Olivet, Mich. (C) (D) (F) (J). L. W. Snell.

Omaha, University of, Omaha, Nebr. (A-2) (J). E. M. Hosman.

Oregon College of Education, Monmouth, Oreg. (H-¾). Florence W. Outchinson.

Oregon Institute of Technology, Portland, Oreg. (F) (L). J. B. Drinsdale.

Oregon State College, Corvallis, Oreg. (G-6) (L-9). Luke Lee Roberts.

Oregon, University of. Eugene, Oreg. (B-6). Prof. Krenk.

Ottawa University, Ottawa, Kansas (L-3). W. D. Bemmels.

Pacific Union College. Angwin. Nape County, Calif. (F-3). Charles E. Weniger.

Pacific University, Forest Grove, Oreg. (B, C. D, E, F-4½). R. M. Murphy, J. R. Watson.

Panhandle A&M College, Goodwel, Okla. (F-3). E. E. Bradley.

Panzer College of Physical Education, East Orange, New Jersey. (L-5) (0-2). Dean H. F. Kilander, Floyd E. Harshman, Agnes Burnham, Wm. E. Johnson.

Park College, Parkville, Mo. (B-3). Kingsley W. Given.

Parsons College, Fairfield, Iowa. (A-3). J. R. Jenness.

Pasadena College, Pasadena, Calif. (A) (D) (E) (F) (F-3). Charles M. Guss.

Pasadena Jr. College, Pasadena, Calif. (A-3) (B-4½) (C-3) (F-3). N. Vincent Parsons.

Paterson State Teachers College, Paterson, N. J. (C-2). William H. Hartley.

Peabody Conservatory of Music, Baltimore, Md. (F) (L). W. T. Bartholmew, Hayward Henderson.

Pennsylvania State College, The, State College, Pa. (F-3) (L-6). A. D. Morse.

Pennsylvania, University of Philadelphia, Pa. (F-2) (L-6). Carl A. Thomas.

Philippines, University of, Manila, Philippines (L-varies (M). Eduardo E. Chanco.

Phoenix Junior College, Phoenix, Ariz. (A-2) (B) (C) (D) (E) (F) (H) (L). J. N. Smelser.

Pittsburgh, University of, Pittsburgh, Pa. (L-9). G. A. Scott.

Placer Union Junior College, Auburn, Calif. (A-3) (F). F. M. McKinney.

Polytechnic Institute of Brooklyn, Brooklyn, N. Y. (L-21). Frank E. Canavaciol.

Port Huron Junior College, Port Huron, Mich. (F-12) G. L. Donaldson.

Portland, University of, Portland, Oreg. (L-8). Brother Godfrey.

Prairie View College, Prairie View, Texas. (L-12).

Pratt Institute, School of Science & Technology, Brooklyn, N. Y. (L-9). C. C. Carr.

Presbyterian College, Clinton, S. C. (B-3) (C-6) (F-3). Hugh Holman.

Princeton University, Princeton. N. J. (L-16½). J. G. Barry C. H. Willis.

Purdue University, Lafayette, Ind. (B, C, J-3) (D, E, F-3) (L-12). G. D. Williams, R. P. Siskind.

Queens College, Charlotte, N. C. (K-3). Dean J. M. Godard.

Queens College, Flushing, New York, N. Y. (F-6). Profs. Bronstein, Brennan.

Quincy College, Quincy, Ill. (F-4) (L-6). Erhard Kuester, Pins J. Barth.

Redlands. University of, Redlands, Calif. (A-2) (B) (C) (F-2). J. H. Baccus, E. R. Nichols.

Reed College, Portland, Oreg. (A-2) (G-2). Philip Erwin.

Regis College, Denver, Colo. (G-2). Edward A. Conway.

Rensselaer Polytechnic Institute, Troy, N. Y. (L-96) (M). W. J. Williams, H. D. Harris, W. C. Stoker

Rhode Island College of Education, Providence, R I. (L). Joseph R. Lunt.

Rhode Island State College, Kingston, R. I. (I-3). Herbert M. Hofford.

Rice Institute. Houston, Tex. (L-4). Carl S. Wischmeyer.

Richmond, University of, Richmond, Va. (F-3) (J-3). Alton Williams.

Ripon College, Ripon, Wis. (G-3). H. P. Boody.

Roanoke College, Salem, Va. (F-3). C. A. Dawson.

Rochester Athenaeum and Mechanics Institute, Rochester, N. Y. (L-varies). E. C. Karker.

Rockford College, Rockford, Ill. (F) Isabel R. Abbott.

Rockhurst College, Kansas City, Mo. (B-2) (C-2) (D-2) (F-2) (L-14). Wiliam C. Doyle, J. C. Ryan.

Rollins College. Winter Park, Fla. (D-6 2/3) (F-6 2/3) (L-14 1/3). Winslow S. Anderson.

Rosary College, River Forest, Ill. (C-2) (F-2). Sister Mary Peter, Sister Paul.

Rose Polytechnic Institute, Terre Haute, Ind. (L).

Russell Sage College, Troy, N. Y. (C) (D-3) (E-3) (F-3). George William Smith.

Rutgers University, New Brunswick, N. J. (L-6) (M-3). J. L. Potter.

Sacramento Junior College, Sacramento, Calif. (A-2) (B-2). Vernon Mickelson.

St. Ambrose College, Davenport, Iowa. (B-2) (C-2) (D-2) (F-3) (L, M-4). Profs. Williams, Freburg, Costello, Harvalik.

St. Bonaventure College, St. Bonaventure, N. Y. (C-2) (D-2). Rev. Claude Kean. J. L. Hayes.

St. Edward's University, Austin, Texas. (F-8). Rev. Thos. P. Jones.

St. Francis College, Lafayette, Ind. (C) (K-8). Sisters M. Amatora, M. Fridiana, M. Johannina.

St. Joseph's College, Emmitsburg, Md. (D-1). Adolph M. Wasilifsky.

St. Joseph's College, Philadelphia, Pa. (L) (M). Profs. Schilling, Schocken, O'Connor.

St. Lawrence University, Canton, N. Y. (A-6). Fred J. Parrott.

St. Louis University, St. Louis, Mo. (L-5). Profs. Sherman and Rouse.

Saint Mary's College, Notre Dame, Holy Cross, Ind. (B-4) (K). Sister M. Judith, Sister M. Agnes Cecile. Miss Dorothy Taaffe.

St. Mary's College, St. Mary's College P. O., Calif. (B-2) (C-2) (D. E-2) (F, G-2) (I) (N). Brother Cyprian, Brother Francis, Professor Clack.

Saint Mary-of-the-Woods College, St. Mary-of-the-Woods, Ind. (B-2 (E-3). Mary E. Loughran.

St. Mary's University, San Antonio, Tex. (L-3). Brother Louis P. Thein.

St. Olaf College, Northfield, Minn (A-4½) (L-4½). Profs. Jensen and Sandquist.

Salem College, Salem, W. Va. (L-3). Orla A. Davis.

Salinas Junior Colege, Salinas, Calif. (L-10). E. F. Sauble, W. R. Bullis.

San Antonio Junior College, San Antonio, Texas. (L-8). Jas. A. Hurry.

San Diego State College, San Diego. Calif. (B-3). Charles E. Swanson, Sybil E. Jones.

Sam Houston State Teachers College, Huntsville ,Tex. (G-3). C. R. Wackney.

San Antonio, University of, San Antonio, Tex. (F-3). Claudia Webster.

San Francisco College for Women, San Francisco, Calif. (F). Mary L. Bruchman.

San Francisco Junior College, San Francisco. Calif. (A-3) (B-3) (C-3) (L-12). L. Hollingsworth, Marie Weller.

San Francisco State College. San Francisco, Calif. (A-varies) (B-3) (C-3). Profs. Greeting and Meyer.

San Francisco, University of, San Francisco, Calif. (D-2) (F-2) (L-3). Karl A. Waider.

San Jose State College, San Jose, Calif. (B-9) (C-3) (L-34). Profs. Irwin, Bryant, Enright.

San Luis Obispo Junior College, San Luis Obispo, Calif. (B to G, inc.-3) (L-2½). Glenn Pinkham, Helen Wood.

Santa Ana Junior College, Santa Ana, Calif. (B-2) (L-2). Norman Hicks, E. C. Phillips.

Santa Barbara State College, Santa Barbara, Calif. (C-3) (F-3) (L-6) (M-6). Everett Meant, E. E. Ericson.

Santa Clara, University of, Santa Clara, Calif. (L-3). Professor Warren.

Santa Maria Junior College, Santa Maria, Calif. (C-3) (L-5). Harold Foster, Stanley Breneiser.

Santa Monica Junior College, Santa Monica, Calif. (B) (C) (F-4). Miss Gene Nielson.

Schreiner Institute, Kerrville, Tex. (F). Irving H. Hart Jr.

Scranton, University of, Scranton, Pa. (B-3) (C-3) (K-3). John Groller.

Seattle Pacific College, Seattle, Wash. (K-2½). Paul W. Wright.

Seton Hill College, Greensburg, Pa. (C-2). Sister M. Angelica Little.

Shepherd State Teachers College, Shepherdstown, W. V. (C-2) (F-2). Joseph W. Fordyce.

Shorter College, Rome, Ga. (A-2). E. S. Preston

Shurtleff College, Alton, Ill. (A-3) (B-3). Katherine Glathart.

Simmons College, Boston, Mass. (C) (I). W. E. Playfair.

Simpson College, Indianola, Iowa. (A-2). Robert Hartung.

Sioux Falls College, Sioux Falls, S. Dak. (A-2). Harold M. Jordan.

Skidmore College, Saratoga Springs, N. Y. (C-1) (F). Hope D. Rowland, Luther D. Rowland.

Smith College, Northampton, Mass. (L-3). Yardley Beers.

South Carolina, Universiay of, Columbia, S. C. (A). Samuel Litman.

South Dakota School of Mines, Rapid City, S Dak. (B) (D) (E) (F-1) (L-7). C. M. Rowe, E. E. Clark.

South Dakota State College, Brookings, S. Dak. (L). H. M. Crothers.

Southeast Missouri State Teachers College, Cape Girardeau, Mo. (L-2½). John Harty.

Southeastern State College, Durant, Okla. (B-2) (L-3). R. J. Shaw, J. E. Douglas.

Southern California, University of, Los Angeles, Calif. (A-3) (B-9) (C-6) (D) (F-6) (G-3) (H-3) (I-3) (K-9) (L-9) (M-6) (O-3). Frances Farmer Wilder, William C. Billig, Elizabeth Goudy, Robert B. Lee, Martin H. Neumeyer.

Southern Illinois State Teachers College, Carbondale, Ill. (F-3) (L-4). Dorothy B. Magnus, O. B. Young.

Southern Junior College, Collegedale, Tenn. (L-6). George J. Nelson.

Southern Methodist University, Dallas, Tex. (L-3).

Southern Seminary, Buena Vista, Va. (A).

Southwestern College, Winfield, Kan. (L-24). W. B. Plum.

Southwestern Louisiana Institute, Lafayette, La. (L-8). H. A. Brown.

Southwestern University, Georgetown, Tex. (A to F, inc.-3) (L-12). Profs. Marsh and Dunn.

Southwestern University, Memphis, Tenn. (A-1½). M. N. Bostick.

Spokane Junior College, Spokane, Wash. (C-3) (J). Del Cody.

Stanford University, Stanford University, Calif. (B-3) (C-9) (F-3). E. L. Buckingham.

State A. & M. College, Orangeburg, S. C. (1). N. R. Austin.

State Teachers College, California, Pa. (L-3). Karl F. Oerlein.

State Teachers College, Cheyney, Pa. (K-2).

State Teachers College, East Stroudsburg, Pa. (F). Roberta Barnett.

State Teachers College, Eau Claire, Wis. (A-3) (K-3) (L-6). Albertine Reynolds, Mrs. Hazel Rambarter, R. C. Judd.

State Teachers College, Indiana, Pa. (K-4). Edna Lee Sprowls.

State Teachers College, La Crosse, Wis. (L-4). Ross D. Spangler.

State Teachers College, Milwaukee, Wis. (B) (D) (F) (L-2). Manfred Olson.

State Teachers College, Montclair, N. J. (B-2) (C) (D) (E) (F) (G) (I) (K-2). Paul Nicherson, Arthur Seybold.

State Teachers College, Murfreesboro, Tenn. (F-2) (L-2). Wm. Mebane, Edward Torpley.

State Teachers College, Newark, N. J. (B-2).

State Teachers College, Sterling, Kans. (L-3). John Gregory.

State Teachers College, Trenton, N. J. (K-2). Robert B. MacDougall

State Teachers College, Valley City, N. Dak. (F). Raymond G. Smith.

State Teachers College, Wayne, Neb. (L-4). W. G. Ingram.

Stephens College, Columbia, Mo. (A-1) (C-3) (F-4) (O). Profs. Lawton, Smith, Ricks, Brown.

Stevens Institute of Technology, Hoboken, N. J. (L). Frank C. Stockwell.

Stockton Junior College, Stockton, Calif. (A) (M). Hubert E. Welch

Stoneleigh Junior Collefe, Rye Beach, N. H. (A-3). Dorothy Sammis.

Storer College, Harpers Ferry, W. Va. (L-6). K. D. Quiring.

Suffolk University College of Journalism, Boston, Mass. (A-3) (I-4) (N-3). R. L. Harlow.

Sullins College, Bristol, Va. (F-6). Fred Howard.

Superior State Teachers College, Superior, Wis. (L-4½). E. H. Schrieber.

Susquehanna University, Selinsgrove, Pa. (L-12. Paul J. Ovrebo.

Swarthmore College, Swarthmore, Pa. (L-6). C. J. Garrahan.

Syracuse University, Syracuse, N. Y. (A-3) (B-4) (C-4) (F-3) (I-3) (K-3) (L-2) (O). Profs. Bartlett, Ward, Mullin.

Teachers College of Connecticut, New Britain, Conn. (B-3) (C) (D) (F). M. Agnella Gunn.

Teachers College of Kansas City, Kansas City, Mo. (A-2) (B) (C) (K).

Teachers College, Stevens Point, Wis. (K-2). Gertie L. Hanson.

Temple University, Philadelphia, Pa. (B) (L). Charles A. Ford.

Tennessee, University of, Knoxville, Tenn. (L-12). E. D. Shipley.

Texarkana College, Texarkana, Tex. (F-2). Mrs. Lowell Parrish.

Texas, A. & M. College of, College Station, Tex. (L-19). John O. Rosser, H. C. Dillingham.

Texas Christian University, Fort Worth, Tex. (B-3) (F-3) (L-6). Claude Sammis.

Texas State College for Women, Denton, Tex. (A-3) (L). Emory G. Horger.

Texas Technological College, Lubbock, Tex. (B to G, inc.-4) (I) (J) (L-14). John N. Watson, C. V. Bullen, W. F. Helwig.

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Tillotson College, Austin, Tex. (G) (L-3). Ruth Upshaw, James Means.

Toledo, University of, Toledo, Ohio. (F) (L-10). Profs. Bell, Foley, Brennecke.

Trintity College, Burlington, Vt. (G). Dorothy B. Hunt.

Trinity College, Hartford, Conn. (L-13½). Professor Blackburn.

Trinity University, Waxahiehie, Tex. (A-3) (F-3). Yetta Mitchell.

Tri-State College, Angola, Ind. (F) (L-50) (M-5) (N-3). C. Shank, Leland S. Ax, K. Steele.

Tufts College, Medford, Mass. (L-30). Profs. Harrison, Hammond, Barnes, Rollins, Stevens.

Tulane University, New Orleans, La. (L-5). C. B. Norris.

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Washington & Jefferson College, Washington, Pa. (L-6). Raymond M. Bell.

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Wesleyan University, Middletown, Conn. (L-16). W. G. Cady.

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Western Maryland College, Westminster, Md. (L-3). M. C. Raver.

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Bibliography of Literature Pertaining to Broadcasting

For Addresses of Publishing Houses, see page 434

GENERAL

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RADIO AND THE PRINTED PAGE. *By P. F. Lazarsfeld.* 1st ed. Duell, Sloan & Pearce. 1940. Detailed study of relation of radio to the press and to books, made by the Princeton Radio Project.

RADIO ANNUAL. Radio Daily Corp. Yearbook of all kinds of information pertaining to broadcasting.

RADIO CENSORSHIP. *Comp. by H. B. Summers.* H. W. Wilson Co. 1939. A non-partisan picture given by compiling excerpts from over 100 articles previously published. Exhaustive bibliography.

RADIO PERSONALITIES. A pictorial and biographical annual. *Ed. by Don Rockwell.* Press Bureau Inc. 1935. Reprint published by: House of Field, 19 W. 44th St., New York. In addition to artists, it includes sections on radio executives, advertising agency executives, electrical transcription experts, program directors, production managers, script writers, publicity representatives, etc.

RADIO: THE FIFTH ESTATE. *Ed. by Herman S. Hettinger.* (Annals of the American Academy of Political & Social Science. V. 177. Jan. 1935). Compilation of studies by experts on broadcasting in general. Subject matter includes descriptions of radio in various countries, its services to the public, and its problems, such as advertising, press, freedom of speech, international relations.

RADIO WORKERS. Harper & Bros. 1940. A "Picture Fact Book" (half pictures) on the history of radio, program production, employees.

LA RADIODIFFUSION PUISSANCE MONDIALE. *By Arno Huth.* Librairie Gallimard. 1937. Probably the most exhaustive study of radio thruout the world. Its organization in the various countries, its history, its future as predicted by leaders in various countries, are all included. Appendices include a chronology, license tax listing by country, listener statistics by country over a period of years, and much other useful data. (In French.)

STAND BY FOR THE LADIES! The distaff side of radio. *By Ruth Knight.* Coward-McCann, Inc. 1939. An account of positions women are occupying in the radio industry.

THE STORY OF RADIO. *By O. E. Dunlap.* Dial Press. 1935. A non-technical account of the rise of radio communication. New edition contains chapters on facsimile, short waves, American vs. European radio.

STUDIES IN PHILOSOPHY AND SOCIAL SCIENCE. *By The Inst. of Social Research,* Morningside Heights N. Y. C. V. 9, No. 1. 1941. Special issue devoted to problems of mass communication. Articles by authorities on research, popular music, radio as an instrument of reducing personal insecurity, and analysis of listening to daytime sketches, radio and education.

TEN YEARS BEFORE THE MIKE. *By Ted Husing.* Farrar & Rinehart, Inc. 1935. His experiences as a radio announcer.

THIS THING CALLED BROADCASTING. *By A. N. Goldsmith & A. C. Lescarboura.* Henry Holt & Co. 1930. A review of events, ideas, and personalities in radio make this a most popularly written history of broadcasting.

VARIETY RADIO DIRECTORY. Variety, Inc. Yearbooks of information pertaining to radio. Who's who of radio executives in the 1940-41 edition.

YOU'RE ON THE AIR. *By William Heyliger.* D. Appleton-Century Co. 1941. A book of fiction describing behind-the-scenes in radio.

FEDERAL COMMUNICATIONS BAR ASSN.

(Continued from page 429)

Mather, E. Everett Jr., 1835 Arch St., Philadelphia.
May, Philip S., Lynch Bldg., Jacksonville, Fla.
Mayer, Henry, 347 Fifth Ave., New York City.
Melnik, Mortin F., Tenney Bldg., Madison, Wis.
Meyers, Milton H., 182 Grand St., Waterbury, Conn.
Middleton, J. S., Pacific Bldg., Portland, Ore.
Miles, Clarence W., Baltimore Trust Bldg., Baltimore.
Miller, Henry, 117 No. Sixth St., Camden, N. J.
Milligan, Jacob L., National Fidelity Life Bldg., Kansas City.
Milne, T. Baxter, New England T. & T. Co., 50 Oliver St., Boston, Mass.
Munger, Alfred C., First National Bank Bldg., Omaha.
Murray, John J., 20 Pemberton Square, Boston.
Myers, Robert P., 30 Rockefeller Plaza, New York City.
Niner, Isador, 366 Madison Ave., New York City.
O'Brien, Arthur A., Henry Bldg., Seattle.
O'Brien, Seymour, Baltimore Trust Bldg., Baltimore.
Oehler, Karl F., 1365 Cass Ave., Detroit.
O'Ryan, John F., 120 Broadway, New York City.
Palens, Louis N., 1211 Chestnut St., Philadelphia.
Peck, Herbert M., 500 N. Broadway, Oklahoma City, Okla.
Perry, David R., 1700 No. Second St., Harrisburg, Pa.
Peycke, Tracy J., Telephone Bldg., Omaha, Neb.
Phelps, James C., 253 Broadway, New York City.
Plock, Richard H., Tama Bldg., Burlington, Ia.
Powell, Garland W., Radio Station WRUF, Gainesville, Fla.
Price, T. Brooke, 195 Broadway, New York City.
Pryor, J. C., Union Station, Burlington, Ia.
Quigley, Frank, 195 Broadway, New York City.
Raine, Kenneth E., 485 Madison Ave., New York City.
Rainey, Garnet C., 650 S. Grand Ave., Los Angeles.
Randall, C. P., Telephone Bldg., Omaha.
Ray, John H., 195 Broadway, New York City.
Ream, Joseph H., 485 Madison Ave., New York City.
Rhodes, Varro H., First National Bank Bldg., Omaha.
Roberts, Glenn D., 110 East Main St., Madison, Wis.
Robinson, C. Ray, Bank of America Bldg., Merced, Calif.
Ronon, Gerald, Real Estate Trust Bldg., Philadelphia.
Rosenbaum, Samuel R., Bankers Securities Bldg., Philadelphia.
Rosenthal, Isador Stanley, 50 Court St., Brooklyn.
Rosenzweig, Manheim, 2 Columbus Circle, New York City.
Russell, Charles T., 140 West St., New York City.
Ryan, William, 122 W. Washington Ave., Madison, Wis.
St. Clair, Orla, 311 California St., San Francisco.
Sammond, Frederic, 735 No. Water St., Milwaukee.
Schindler, C. E., Kentucky Home Life Bldg., Louisville.
Senneff, John A., Jr., Northwest Savings Bank, Mason City, Iowa.
Smith, Milton, Telephone Bldg., Denver, Colo.
Socolow, A. Walter, 608 Fifth Ave., New York City.
Soule, O. P., Walker Bank Bldg., Salt Lake City.
Sovik, Laurence, University Bldg., Syracuse, N. Y.
Sprague, E. Stuart, 117 Liberty St., New York City.
Stevens, Richard K., Real Estate Trust Bldg., Philadelphia.
Sullivan, Francis C., Alworth Bldg., Duluth, Minn.
Sweezey, Robert D., NBC, 30 Rockefeller Plaza, New York City.
Thomas, William H., 440 Leader Bldg., Cleveland.
Tiefenbrun, Joseph, 1450 Broadway, New York City.
Tucker, John H., Commercial Bldg., Shreveport, La.
Tyler, Varro E., 109 So. Ninth St., Nebraska City, Neb.
Van Allen, John W., Liberty Bank Bldg., Buffalo.
Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
Wallace, Harold E., Judge Bldg., Salt Lake City, Utah.
Webster, Bethuel M., Jr., 15 Broad St., New York City.
Weekes, John Wesley, 140 Sycamore St., Decatur, Ga.
Wharton, John H., 67 Broad St., New York City.
Whissell, George B., Telephone Bldg., St. Louis.
Wiggin, Chester H., 30 Rockefeller Plaza, New York City.
Wing, John E., 72 W. Adams St., Chicago.
Wozencraft, Frank W., 66 Broad St., New York City.
Zagon, Samuel S., 6253 Hollywood Blvd., Hollywood, Cal.

BROADCAST ADVERTISING: GENERAL

ACCEPTABILITY OF ACCOUNTS, time limitations, standards of good taste, as provided for in the Commercial Section of the Code of the NAB. National Assn. of Broadcasters. 1940.

ADVERTISING MEDIA. *By H. E. Agnew & W. B. Dygert.* McGraw-Hill Book Co. Inc. 1938. Evaluating various advertising media. Includes chapter on radio advertising.

ADVERTISING MEDIA AND MARKETS. *By Ben Duffy.* Prentice-Hall, Inc. 1939. Comprehensive practical study of all types of media.

BROADCAST ADVERTISING: THE FOURTH DIMENSION. *By Frank A. Arnold.* John Wiley & Sons, Inc. Television edition. 1933. Discussion of radio advertising, together with other aspects of broadcasting. Chapters on studios, radio and the law, television. Sample continuities given.

CAREERS IN ADVERTISING. *Ed. by Alden James.* Macmillan Co. 1932. Includes chapters on radio advertising, organization of networks, sales staff, program production, station management, electrical transcriptions by authorities in their respective fields.

A DECADE OF RADIO ADVERTISING. *By H. S. Hettinger.* University of Chicago Press. 1933. A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

DEVELOPMENT OF THE CONTROL OF ADVERTISING OVER THE AIR. *By C. J. Friedrich and Jeanette Sayre.* Radiobroadcasting Research Project at the Littauer Center of Harvard U. 1940. Brief review.

PRACTICAL RADIO ADVERTISING. *By Herman S. Hettinger* and *W. J. Neff.* Prentice Hall, Inc. 1938. A complete account of radio advertising from the time a program is being considered until it is on the air.

RADIO AS AN ADVERTISING MEDIUM. *By W. B. Dygert.* McGraw-Hill Book Co. Inc. 1939. The entire aspect of radio for the advertiser is covered. Contests, popularity ratings, surveys, censorship, are treated. Chapters on writing script and building the program.

WHAT ABOUT RADIO? *By K. M. Goode.* Harper & Bros. 1937. The author has assembled material from countless surveys and records, and has compiled a book of do's and don't's for radio men.

BROADCAST ADVERTISING: STATISTICAL SERVICES

CAB ANALYSIS OF THE USE OF RADIO SETS—Oct. 1940-Apr. 1941. *Cooperative Analysis of Broadcasting.* Analyzes the daily use of radios by set owners, comparing the use of radio sets geographically and by income classes.

CAB PROGRAM AUDIENCES AND LISTENING HABITS—RURAL VERSUS CITIES. Basic Area. Spring 1941. *Cooperative Analysis of Broadcasting.* Comparison of commercial program ratings in 22 interviewing cities and surrounding rural areas.

CAB PROGRAM REPORT. *Cooperative Analysis of Broadcasting.* A bi-weekly report which measures the relative size of the radio audience that remembers having heard individual programs.

CAB RADIO PROGRAM AUDIENCES. Oct. 1940-Apr. 1941. *Cooperative Analysis of Broadcasting.* Analysis of commercial program ratings by type and length of program, geographic divisions and income groups.

CAB SET USER PROGRAM REPORT. *Cooperative Analysis of Broadcasting.* Monthly report showing program ratings, percent of sets in use and proportion of total audience of programs arranged chronologically.

CAB STATION AUDIENCES. *Cooperative Analysis of Broadcasting.* An annual report indicating the relative standing of the leading broadcasting stations in each of 33 cities.

HOOPER RADIO REPORTS. *C. E. Hooper, Inc.* Monthly national ratings on daytime and evening programs. Separate reports for Pacific Coast, and for selected cities. Also reports on sets in use by 15 minute periods.

NAB REPORTS. *National Assn. of Broadcasters.* Weekly summary of radio industry. Carries FCC docket and action, also Federal Trade Commission action.

NATIONAL RADIO RECORDS. Reports of spot radio advertising of individual companies.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. *Publishers' Information Bureau, Inc.* 1936-date. A monthly service containing records of all network and spot expenditures by individual companies and by individual groups.

RADIO ADVERTISING RATES AND DATA. *Standard Rate and Data Service.* 1929-date. A monthly service containing rates and other important information regarding networks and all stations in the U. S. and Canada.

RADIO AND TELEVISION RETAILING, STATISTICAL ISSUE. January of each year. Statistics on receiving sets and parts.

RADIO AND TELEVISION TODAY. Statistics on the radio industry, receiving sets, etc., in each January issue.

BROADCAST ADVERTISING: USERS AND USES

ADVERTISERS USING NBC, CBS AND MUTUAL NETWORK FACILITIES. A month by month record from Jan. 1930 to Dec. 1939. *National Broadcasting Co.*

BUILDING FIELD SALES MANUAL. National Assn. of Broadcasters in cooperation with F.H.A. 1940. The market, program and promotion suggestions.

HOW DEPARTMENT STORES USE RADIO . . . TO SELL. WOR. 1940. A popularly written report of a survey of 14 cities.

NETWORK RADIO ADVERTISING. *National Broadcasting Co.* A series of over 75 studies giving complete details relative to the network radio advertising of individual firms. Includes program details, network used, time of broadcast, campaign period, agency, gross expenditures. Revisions issued. Available for reference purposes.

NEWSPAPER, MAGAZINE AND BROADCAST EXPENDITURES. *American Newspaper Publishers Assn.* Yearly summary, by industry.

RESULTS FROM RADIO. National Assn. of Broadcasters. Bureau of Radio Advertising. Trade studies.

SURVEY OF BROADCAST ADVERTISING, 92 DEPARTMENT STORES. Research Bureau for Retail Training, U. of Pittsburgh, 1941. Study of management reaction to radio advertising together with experience stories.

BROADCAST TECHNIQUE

BEST BROADCASTS OF 1938-39; 1939-40. Ed. *by Max Wylie.* Whittlesey House. McGraw-Hill, 1939-1940. Yearbooks containing excerpts from all types of radio programs.

COLLEGE RADIO WORKSHOPS. *By Leonard Power.* Federal Radio Education Committee. 1940. A study of the workshops at: Syracuse U, Indiana State Teachers College, U of Kentucky, Drake U.

COLUMBIA WORKSHOP PLAYS. *Edited by Douglas Coulter.* McGraw-Hill Book Co., Inc. 1939. Fourteen radio dramas included in order to acquaint writers with the problems of radio writing, and to show examples of accepted scripts.

DO'S AND DON'TS OF RADIO WRITING. *By Ralph Rogers.* Associated Radio Writers, Inc. 1937. A usable handbook of instructions in writing, building, broadcasting and selling radio programs. The author is director of radio courses at Boston U.

THE FREE COMPANY PRESENTS . . . *Comp. by James Boyd.* Dodd, Mead & Co. 1941. Plays written for radio by outstanding dramatists, on the subject of the meaning of America, and broadcast over CBS.

GATEWAY TO RADIO. *By Ivan Firth & G. S. Erskine.* Macaulay Co. 1934. General account of production of radio programs. Includes chapters on the engineer, press relations, sales department, sponsors.

GO AHEAD GARRISON. *By A. A. Schechter.* Dodd, Mead & Co. 1940. A novel about news and special events coverage, giving behind-the-scenes in a big broadcasting network.

A HANDBOOK OF RADIO BROADCASTING. *By Waldo Abbot.* McGraw-Hill Book Co. 1941. Prepared for students and teachers of broadcasting; covers all phases of broadcasting technique.

HANDBOOK OF RADIO DRAMA TECHNIQUES. *By D. W. Riley.* Edwards Bros., Inc. 1938. A concise practical handbook on writing and production, primarily for student use. Chapter on history of radio drama is among the few such to be written.

HANDBOOK OF RADIO WRITING. *By Erik Barnouw.* Little, Brown & Co. 1939. The professor of radio writing at Columbia University analyzes radio writing technique and appraises the script market. Notes are included on production and adaptation problems.

HANDBOOK OF SOUND EFFECTS. *Prepared by Educational Radio Script Exchange.* U. S. Dept. of the Interior. Office of Education. 1938. 27-page booklet the last half of which is made up of an alphabetical list of sound effects for the amateur.

HOW TO USE RADIO. *By K. L. Bartlett.* National Assn. of Broadcasters. 1941. "An outline of practical suggestions for the teacher and the radio chairman" contains section devoted to preparation of radio scripts, technique of delivery, etc.

HOW TO WRITE FOR RADIO. *By James Whipple.* McGraw-Hill Book Co., Inc. 1938. A study of the differences in radio writing and in that of writing in other fields of literature. Drama, dialogue, children's programs, music, talks, are all discussed and analyzed. Chapters on adapting plays, short stories and novels are included, as well as actual radio scripts. The book closes with a chapter on the radio script market.

I LIVE ON AIR. *By A. A. Schechter* and *Edward Anthony.* Frederick A. Stokes Co. 1941. Personal history of news and special events broadcasting.

IS YOUR HAT IN THE RING? *By National Assn. of Broadcasters.* 1940. Booklet aimed "to help men in public life to present their views by radio 'convincingly.'" Practical suggestions in microphone technique.

JOURNALISM ON THE AIR. *By Dowling Leatherwood.* Burgess Pub. Co. 1939. A textbook on news broadcasting written by a professor of Journalism at Emory U.

LISTEN IN. *By Maurice Lowell.* Dodge Publishing Co. 1937. Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

100 NON-ROYALTY RADIO PLAYS. *Comp. by William Kozlenko.* Greenberg: Publisher, 1941. A collection representing all types of radio plays.

PRACTICAL RADIO WRITING. *By Katharine Seymour* and *J. T. W. Martin.* Longmans Green & Co. 1938. Detailed information given on writing various types of drama, news, education, propaganda, comedy, commercial credits, etc. Chapters on radio production, and on marketing of scripts.

PRODUCTION AND DIRECTION OF RADIO PROGRAMS. *By John S. Carlile.* Prentice-Hall, Inc. 1939. The production manager of CBS writes this well-illustrated, practical study of production methods for all types of radio programs. Appendix includes chapters on: "Basic sound effects and how to produce them," "Building a studio," and "A glossary of radio production terms."

PROJECTS FOR RADIO SPEECH. *By H. L. Ewbank* and *S. P. Lawton.* Harper & Bros. 1940. A manual for use of students in putting on and judging radio programs of all types.

RADIO CONTINUITY TYPES. *By S. P. Lawton.* Expression Co. 1938. Nearly the entire book is given over to actual radio continuities, classified under drama, talks, hybrid continuities, novelties and specialties, and variety shows.

RADIO DIRECTING. *By Earle McGill.* McGraw-Hill Book Co. Inc. 1940. Textbook on radio program production.

RADIO DRAMA. *By S. P. Lawton.* Expression Co. 1938. A book written for the student, treating of radio drama and its preparation. Examples are included.

RADIO JOURNALISM. *By P. H. Wagner.* Burgess Publishing Co. 1940. Technique of news broadcasting, written for the student.

RADIO MANUAL: Suggestions to school and non-professional groups for the production of educational radio programs. U. S. Office of Education. Educational Radio Project. 1928.

RADIO SCRIPT DUPLICATION. *By Meredith Page.* Bureau of Educational Research, Ohio State U. 1937. Suggestions for amateur radio groups. Advice on scripts, continuities, timing, as well as on processes of duplication, paper, color, type.

RADIO SKETCHES AND HOW TO WRITE THEM. *By Peter Dixon.* Frederick A. Stokes Co. 1936. Technique of radio writing. Main part of book devoted to radio scripts.

RADIO WRITING. *By Max Wylie.* Farrar & Rinehart. 1939. Writing script and continuity, with examples by CBS director of script and continuity.

RATES OF SPEECH IN RADIO SPEAKING. *By F. H. Lumley.* (Reprinted from Quarterly Journal of Speech, June 1933, p. 393-403.) "Syllable and word rates of speech for persons talking over the radio were determined."

6 CLASSIC PLAYS FOR RADIO—AND HOW TO PRODUCE THEM. *By E. W. Ziebarth & R. B. Erekson.* Burgess Pub. Co. 1939. Authors have had long experience in radio at Minnesota School of the Air and WLB.

SOUND EFFECTS FOR THE AMATEUR. *By Meredith Page.* Bureau of Educational Research, Ohio State U. 1937. Suggestions for amateur radio groups.

TALKING ON THE RADIO. *By O. E. Dunlap.* Greenberg: Publisher, Inc. 1936. How to write and broadcast a speech. Special emphasis on political talks. One chapter on "Practical Do's and Don't's."

THE WRITER'S RADIO THEATER, 1940-41. *Ed by N. S. Weiser.* Harper & Bros. 1941. A collection of ten radio scripts chosen as outstanding radio dramas.

LISTENER AND MARKET DATA

NOTE: For books on markets in general, see section headed "Related Subjects."

THE ABCD'S OF RADIO AUDIENCES. *By H. M. Beville Jr.* (Reprint from Public Opinion Quarterly. June 1940) Program appeal to audiences by income groups; composition of audience, rating of programs.

THE ADDED INCREMENT. *Columbia Broadcasting System.* 1934. Importance of the time factor in establishing a daily listening habit.

EARLY MORNING AND LATE EVENING RADIO LISTENING HABITS IN THE NORTHWEST. *By K. H. Baker.* WCCO. 1939. Personal interviews with 5,074 persons in the Twin Cities.

ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS IN THE U. S. Jan. 1, 1938. *Joint Committee on Radio Research.* 1938. Total of 26,666,500 listed by counties.

EXACT MEASUREMENTS OF THE SPOKEN WORD, 1902-1936. *Columbia Broadcasting System.* 1936. Ear versus eye. Conclusions consistently in favor of the ear.

FACTS ABOUT SUMMER BROADCAST ADVERTISING. NBC. 1940. Brief study of why summer radio advertising is worth while.

HAND TO MOUTH. *Bamberger Broadcasting Service* (WOR). 1939. Results of survey made by The Grocery Laboratory on power of radio advertising in selling food products.

HOW RADIO MEASURES ITS AUDIENCE. Columbia Broadcasting System. 1939. Made up of reprints of 4 magazine articles by Hooper, Crossley, Weld plus a special study by Printers' Ink Monthly.

HOW TO BUILD THE RADIO AUDIENCE. *By D. D. Connah.* Harper & Bros. 1938. A detailed study of how to secure larger radio audiences. Chapters on the listeners, publicity, advertising, promotion. Sample publicity campaigns and a program promotion check list are included in the appendix.

INDIANA STATE RADIO SURVEY. Conducted by University Radio Workshop, Indiana U. in conjunction with the U. S. Office of Education and Works Projects Administration of Indiana. Federal Radio Education Committee. 1940. Personal interview method in 16 counties.

INVASION FROM MARS. *By Hadley Cantril.* Princeton U Press. 1940. A study of the psychology of listener reactions following the above broadcast.

IOWA RURAL RADIO LISTENER SURVEY. *By H. B. Summers.* Kansas State College. 1938. Personal interview study, similar to the "1938 Kansas radio listeners survey."

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES. Sections 1-4. *Pub. by the National Broadcasting Co. and the Columbia Broadcasting System.* Feb. 1939. Comprehensive statistical study.

LISTENERS APPRAISE A COLLEGE STATION. Station WOI. *By Alberta Curtis.* Federal Radio Education Committee. 1940. Listener reaction to programs on books, music, homemaking, vocational guidance, market news, etc.

MARKET AND NEWSPAPER STATISTICS. *American Assn. of Advertising Agencies.* Vol. 10. 1941.

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(Continued from page 431)

MARKET RECORDS, BUYING HABITS AND BRAND PREFERENCES OF CONSUMERS IN 16 CITIES. *Scripps-Howard Newspapers.* 1938. Includes section on household and auto radios.

MEASUREMENT IN RADIO. *By F. H. Lumley.* Ohio State University. 1934. Exhaustive study of the measurement of the radio audience, methods used, results, analysis of sales response, etc. Specific cases given.

MEMORY FOR ADVERTISING COPY PRESENTED VISUALLY AND ORALLY. *By Frank Stanton.* Columbia Broadcasting System. 1934. Effectiveness of spoken vs. printed advertising copy.

MONEY AT THE CROSSROADS. *By C. M. Wilson.* National Broadcasting Co. 1937. "An intimate study of radio's influence upon a great market of 60,000,000 people." Radio's place in rural life.

MORNING LISTENING IN GREATER N. Y. *Sponsored by NBC, CBS and WOR.* Hooper-Holmes Bureau, Inc. 1939. Personal interview-roster method in 19 Metropolitan N. Y. counties. Detailed break-down by quarter-hour periods for week of April 16, 1939.

THE 1941 IOWA RADIO AUDIENCE SURVEY. *By H. B. Summers.* Central Broadcasting Co., Des Moines, Iowa, 1941. Personal interview study.

THE 1940 KANSAS RADIO AUDIENCE. *By H. B. Summers,* WIBW, Topeka, Kan. Personal interview survey giving program ratings, extent of listening, economic status of listeners, sets in use, station information, etc.

PORTABLE RADIO BEACH SURVEY. *Conducted by the Hooper-Holmes Bureau for Radio Station WOR.* August, 1939. Personal interview survey of use of portable radios at Jones Beach, Long Beach, Riis Park, Asbury Park, to determine station popularity, number and make of sets, program popularity, baseball listening.

RADIO AND MAINE HOMEMAKERS. *By B. B. Miner.* Univ. of Maine. 1938. "A preliminary survey of the radio listening habits of 2,348 women living on Maine farms and in rural communities."

RADIO AND RADIO PROGRAM SURVEY. *By L. M. McDermott.* De Paul University. 1937. Based on personal interviews in Chicago area. Part I deals with receiving sets; Part II with favorite radio stations and programs.

RADIO AUDIENCE MEASUREMENT. Crossley Inc. 1940. Measurement methods.

RADIO FAMILIES AND TOTAL FAMILIES BY INCOME GROUPS, GEOGRAPHIC AREAS & CITY SIZES. NBC. 1938.

RADIO GOES TO COLLEGE. *Columbia Broadcasting System.* 1938. A study of radio listening habits in 18 colleges.

RADIO REACHES PEOPLE. *National Assn. of Broadcasters.* 1940. Promotion piece on effectiveness of radio.

RADIO RESEARCH AND APPLIED PSYCHOLOGY. *Ed. by Paul F. Lazarsfeld.* (The Journal of Applied Psychology. Feb. 1939.) Collection of articles on listener data furnished mainly by the Princeton Radio Research Project, under such headings as: index problems, program research, questionnaire techniques, radio in different fields of activity, reports of other surveys.

REACHING JUVENILE MARKETS. *By E. E. Grumbine.* McGraw-Hill Book Co., Inc. 1938. Author's purpose is to give "... information about the psychology of appeal to boys and girls, and their likes and dislikes during different stages of growth." Includes chapter on building radio programs for children.

SOCIAL STRATIFICATION OF THE RADIO AUDIENCE. By H. M. Beville, Jr. Princeton U. Office of Radio Research. 1939. A study of the radio audience made for The Princeton Radio Research Project.

TEN YEARS OF NETWORK PROGRAM ANALYSIS. The Cooperative Analysis of Broadcasting. 1939. History of network programs, plus ratings in chart and table form. Originally prepared for Variety Radio Directory. v. 3.

URBAN RADIO LISTENING IN THE U. S. Pub. by the Nat. Assn. of Broadcasters in cooperation with CBS & NBC. 1941.

EDUCATION

AUDITORY AIDS IN THE CLASS ROOM. *By J. V. L. Hogan and R. M. Wilmotte.* Committee on Scientific Aids to Learning. 1938. A report providing school administrators with cost figures on auditory aids to class rooms. Covers the four methods: broadcasting through commercial stations; through a school-owned ultra-high frequency station; wire lines; recordings. Appendix gives data on expense of setting up a transmitter.

BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE. Committee on Scientific Aids to Learning. 1939. "Factors which should be considered in the selection" of above apparatus.

BROADCASTING FOREIGN-LANGUAGE LESSONS. *By F. H. Lumley.* Ohio State U 1934. Comprehensive report on effectiveness of radio in teaching pronunciation. Resume of reports of foreign language broadcasting, reports from pupils and teachers on French radio lessons, and radio instruction in foreign languages in North America, complete the volume.

BROADCASTING TO THE YOUTH OF AMERICA. *By Dorothy Lewis.* Natl. Assn. of Broadcasters. 1941. A nationwide survey of what is being done in the line of children's programs. Programs are classified, and brief descriptions given.

BULLETINS. Evaluation of School Broadcasts. Ohio State Univ. This department issues very practical mimeographed bulletins covering all aspects of educational radio. Some of the most recent are: The classroom audience of network school broadcasts. — Schoolwide use of radio. — How teachers use school broadcasts.—Transcription players for schools.—Network school broadcasts.

CHILDREN AND RADIO PROGRAMS. A Study of More Than Three Thousand Children in the N. Y. Metropolitan Area. *By A. L. Eisenberg.* Columbia University Press. 1936. Radio-listening activities, programs, ratings, reactions, etc., with charts.

CLASSIFICATION OF EDUCATIONAL RADIO RESEARCH. *By H. M. Beville Jr. & Cuthbert Daniel.* Federal Radio Education Committee. 1941. Brief study of present listener reactions as a guide to future educational programs.

COLLEGE RADIO COURSES. *By Leonard Power* and *R. L. Elliott.* Federal Radio Education Committee. 1940. Classified list.

DEVELOPMENT OF RADIO EDUCATION POLICIES IN AMERICAN PUBLIC SCHOOL SYSTEMS. *By Carroll Atkinson.* Edinboro Educational Press. 1939. Evaluation of school broadcasts in 126 cities.

EDUCATION BY RADIO. *Comp. by H. M. Muller.* H. W. Wilson Co. 1932. Detailed handbook including debate outlines, reprints, bibliographies relating to subject: Legislation should be enacted reserving to educational agencies at least 15% of all radio channels.

EDUCATION BY RADIO IN AMERICAN SCHOOLS. *By Carroll Atkinson.* Edinboro Educ. Press. 1858. Over 2,000 questionnaires were sent out to secure data for this volume. Covers three points: extent of use of radio today by American schools; practices in education by radio that have proved successful or not; future implications of radio and education judging by past experiences.

EDUCATION ON THE AIR. *Ed. by J. H. MacLatchy.* Ohio State University. 1930-date. Yearbooks of the Institute for Education by Radio. Although primarily educational, many addresses and discussions treat problems of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the National Advisory Council on Radio in Education.

EDUCATIONAL BROADCASTING, 1936-37. Proceedings of the National Conference on Educational Broadcasting; edited by C. S. Marsh. U of Chicago Press, 1937-38. Individual speeches and discussions not only on educational radio, but on other subjects of vital interest to broadcasters.

EDUCATIONAL RADIO SCRIPT EXCHANGE. *U. S. Office of Education.* Washington. 1936-1940. Catalog of material available from the Office of Education for distribution to educational and non-commercial groups. Supplementary catalogs issued.

RADIO AND THE CLASSROOM. *Natl. Education Assn.* 1941. Discussions by educators experienced in use of radio in education.

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CONSUMER INCOMES AND FAMILY BUDGETARY EXPENDITURES. Nos. 1-12. Printers' Ink Market Explorations. 1940. Income, savings and expenditures, basic budget and semi-basic and luxury expenditures, by State, counties and cities of 25,000 population or more.

CONSUMER INCOMES IN THE U. S. National Resources Committee. Government Printing Office. 1938. Distribution in 1935-36.

CONSUMER MARKET DATA HANDBOOK. 1939. *U. S. Department of Commerce.* Most recent consumer market data available given by counties, cities and rural areas.

CONSUMER PURCHASES STUDY. U. S. Dept. of Agriculture. Many volumes of detailed studies of family income and expenditures for city, village and farm.

CONSUMER TRADING AREAS. Hearst Magazines Inc. Recognized as authority on consumer trading areas by FCC.

EDITOR AND PUBLISHER MARKET GUIDE. *Editor and Publisher Co.* An annual volume with statistics broken down by city, giving population, retail trading area, analysis of population, buying power indices, location, principal industries, wholesale houses, retail outlets, newspapers, radio stations, etc.

FAMILIES AND HOW THEY LIVE. Parts 1-12. Printers' Ink Market Explorations. 1939-40. Statistics of population and families, farm and non-farm families by states, counties, cities, etc.

40,000,000 GUINEA PIG CHILDREN. *By R. L. Palmer and I. M. Alpher.* Vanguard Press. 1937. The effect of advertising directed to children. Includes radio advertising.

HAGSTROM MAP CO.'s FOUR COLOR RETAIL TRADING MAP. Map is recognized authority on retail trading areas by FCC.

THE HISTORY AND DEVELOPMENT OF ADVERTISING. *By Frank Presbrey.* Doubleday, Doran & Co. 1929. A well-illustrated historical account of advertising from its earliest days.

THE HISTORY OF AN ADVERTISING AGENCY. N. W. AYER & SON AT WORK. 1869-1939. *By Ralph M. Hower.* Harvard U Press. 1939.

INCOME STRUCTURE OF THE U. S. *By Maurice Leven.* Brookings Institution. 1938. Study of the years 1929 to 1936 of the distribution of the national income. Occupational, industrial and geographic differences, age, sex, and color, group action, business activity, wage changes, changes in distribution, and their effect on income variation.

MARKET DATA HANDBOOK OF U. S. U. S. Dept. of Commerce. 1929. Statistical volume of market data broken down by counties. Supplemented by: General Consumer Market Statistics. 1932.

A MODERN SPANISH-ENGLISH & ENGLISH-SPANISH TECHNICAL & ENGINEERING DICTIONARY. *By R. L. Guinle.* Chemical Pub. Co. 1940.

McKITTRICK, GEORGE & CO. DIRECTORY OF ADVERTISERS. An annual, with supplements, listing advertisers, giving products, officers, agencies, trade names. Also publish agency list.

MARKETING RESEARCH ACTIVITIES OF MANUFACTURERS. *U. S. Department of Commerce.* Bureau of Foreign and Domestic Commerce. 1939. Survey of the amount, subject matter, personnel, and costs of market research in this field.

METROPOLITAN DISTRICTS. POPULATION AND AREA. *U. S. Bureau of the Census.* 1932.

NATIONAL INCOME IN THE UNITED STATES. 1799-1938. *By R. F. Martin.* National Industrial Conference Board. 1939. "The most complete estimates of national income in the U. S. that are available for the 140-year period."

THE NEWS AND HOW TO UNDERSTAND IT. *By Quincy Howe.* Simon & Schuster. 1940. "How to dig real news out of newspaper, radio and magazine reports."

THE POPULAR PRACTICE OF FRAUD. *By T. S. Harding.* Longmans, Green & Co. 1935. An examination of various phases of fraud in this country; foods, drugs, patent medicines, cosmetics, real estate, advertising; and the part this fraud plays in degrading advertising and in undermining good business.

PREMIUM ADVERTISING AS A SELLING FORCE. *By F. H. Waggoner.* Harper Bros. 1939. Sales problems and the use of special forms of premiums.

PRINTERS' INK MARKET EXPLORATIONS. Series of maps prepared by Walter P. Burn & Associates Inc. 1939-40. Market data in map form published in Printers' Ink Monthly.

SCIENCE AND MUSIC. *By Sir James H. Jeans.* Macmillan. 1937. A non-technical explanation of science particularly as related to music. Covers the subjects of sound, harmonics, musical instruments, acoustics of music rooms, hearing, etc.

SELLING MRS. CONSUMER. *By Christine Frederick.* The Business Bourse. 1929. A study of women as consumers.

THE STANDARD ADVERTISING REGISTER. National Register Publishing Co. An annual, with monthly supplements. Lists advertisers with their addresses, personnel, agency, time of appropriation. The Company also publishes an agency and geographical list.

STATISTICAL ABSTRACT OF THE U. S. *U. S. Department of Commerce.* Govt. Printing Office. An annual publication of all types of statistical information.

SURVEY OF CURRENT BUSINESS. 1940 supplement. U. S. Department of Commerce. One volume giving back data of statistics carried in the monthly issues.

SURVEY OF SPENDING POWER. Sales Management. April 10th issue of each year. Estimate of previous year's effective buying income and retail sales for sections, states, trading areas, counties and cities.

THE TECHNIQUE OF MARKETING RESEARCH. *By American Marketing Society.* McGraw-Hill Book Co. 1937. A most comprehensive study of marketing research from analysis of the problem, through procedure, collection, organization, tabulation and interpretation of data. Psychological aspect of questionnaire development is discussed.

TRADING AREA MAP OF THE UNITED STATES. Rand McNally Map Co. Recommended by FCC as recognized authority on trading areas.

MISCELLANEOUS

BERNE LIST OF BROADCASTING STATIONS. Bureau of the International Telecommunication Union, Berne, Switzerland. Annual plus supplements.

BERNE LIST OF FREQUENCIES. Bureau of the International Telecommunication Union, Berne, Switzerland. Annual plus supplements.

COMMUNICATIONS. *By G. S. Shoup.* U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce. 1939. Origin and development of communication systems—including radio—in U. S.

DICTIONARY OF RADIO TERMINOLOGY IN THE ENGLISH, GERMAN, FRENCH, AND RUSSIAN LANGUAGES. *By A. S. Litvinenko.* Bookniga Corp. 1937.

DO YOU WANT TO GET INTO RADIO? *By F. A. Arnold.* Frederick A. Stokes Co. 1940. A study of non-engineering positions in broadcasting together with a picture of the workings of various departments and of radio as a whole.

FINE ART OF PROPAGANDA; A STUDY OF FATHER COUGHLIN'S SPEECHES. *Edited by A. M. Lee & E. B. Lee.* Institute for Propaganda Analysis, Inc. 1939.

HOW TO BREAK INTO RADIO. *By Robert DeHaven & H. S. Kahm.* Harper & Bros. 1941. Practical suggestions. One chapter devoted to statements by radio men as to how they entered the field.

HOW WAR CAME. *By Raymond Gram Swing.* W. W. Norton & Co. 1939. His broadcasts and commentaries on events leading to the outbreak of the present war show "consistent long-range interpretation of news."

I BROADCAST THE CRISIS. *By H. V. Kaltenborn.* Random House. 1938. A record of his broadcasts of the September 1938 European crisis.

LET'S STICK TO THE RECORD! National Assn. of Broadcasters. 1940. Questions and answers in the dispute between the NAB and ASCAP pertaining to radio and music.

LIST OF RADIO BROADCAST STATIONS. By call letter and frequency. *Federal Communications Commission.* Annual list with monthly supplements.

MARCONI THE MAN AND HIS WIRELESS. *By Orrin Dunlap.* Rev. ed. Macmillan Co. 1938. Biography by the former radio editor of the *N. Y. Times.*

MARKET NEWS BROADCASTS. 1941 directory. U. S. Dept. of Agriculture. Agricultural Marketing Service. Broadcasting schedules of market news listed by state, city and station.

OCCUPATIONS IN RADIO. *By K. G. Bartlett.* Science Research Associates. 1940. A concise survey of occupations, qualifications and training.

THE POLITICAL USE OF THE RADIO. *By Thomas Grandin.* Geneva Studies, vol. X, No. 3. Aug. 1939. (Available from Columbia Univ. Press). Detailed examination of political transmissions within continents and between continents, their effects upon the public, efforts to control such use, trends and policies. Refers mostly to Europe, except for the inter-continental problems.

RADIO AS A CAREER. *By J. L. Hornung.* Funk & Wagnalls. 1940. All branches of radio are treated—ship, telegraphy, broadcasting, etc.—in this book for high-schools and colleges.

(*Continued on page 446*)

XUM

PUBLISHERS OF LITERATURE PERTAINING TO BROADCASTING

A

ABINGDON PRESS—150 Fifth Ave., New York.
ADVERTISING FEDERATION OF America—330 W. 42nd St., New York City.
AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE—3457 Walnut St., Philadelphia.
AMERICAN ASSOCIATION FOR ADULT EDUCATION—60 E. 42nd St., New York City.
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York City.
AMERICAN BAR ASSOCIATION—1140 N. Dearborn St., Chicago.
AMERICAN HISTORICAL SOCIETY, Inc.—80-90 Eighth Ave., New York.
AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York City.
AMERICAN RADIO RELAY LEAGUE, Inc.—West Hartford, Conn.
AMERICAN TECHNICAL SOCIETY—850 E. 58th St., Chicago.
AMERICAN TELEPHONE & TELEGRAPH Co.—195 Broadway, New York City.
APPLETON, D.-CENTURY CO, Inc.—35 W. 32nd St., New York City.
ARCHER, DENIS, PUBLISHER—(Out of Business) Address: Associated Publishers, Ltd., 32-34 Paternoster Row, London, E. C. 4.
ASSOCIATED RADIO WRITERS, Inc.—137 Newbury St., Boston.
ASSOCIATION OF NATIONAL ADVERTISERS, Inc.—330 W. 42nd St., New York City.
AUDIO DEVICES INC.—1600 Broadway, N. Y.

B

BAKER-VOORHIS & Co., 30 Broad St., New York.
BLACK, A. & C., Ltd.—4-6 Soho Square, London, W. 1.
BLACKIE & SON, Ltd.—17 Stanhope St., Glasgow, C. 4.
BLAKISTON CO.—1012 Walnut St., Philadelphia.
BOBBS-MERRILL CO.—724 N. Meridian St., Indianapolis, Ind.
BOOKNIGA CORP.—Handled by: Four Continent Book Corp., 255 Fifth Ave., New York.
BROADCASTING PUBLICATIONS, Inc.—874 National Press Bldg., Washington, D. C.
THE BROOKINGS INSTITUTION—722 Jackson Place, N.W., Washington, D. C.
BURGESS PUBLISHING CO.—426 South Sixth St., Minneapolis, Minn.
BUSINESS BOURSE—80 W. 40th St., New York City.

C

CALDWELL-CLEMENTS, Inc.—480 Lexington Ave., New York City.
CALLAGHAN & CO.—401 E. Ohio St., Chicago.
CENTURY CO.—See D. Appleton-Century Co., Inc.
CHAPMAN & HALL, Ltd.—11 Henrietta St., Covent Garden, London, W. C. 2.
CHEMICAL PUB. CO., Inc.—234 King St., Brooklyn, N. Y.
COLLEGE BOOK Co.—Columbus, Ohio.
COLUMBIA UNIVERSITY PRESS—2960 Broadway, New York City.
COMMITTEE ON SCIENTIFIC AIDS TO LEARNING—41 East 42nd St., New York.
COOPERATIVE ANALYSIS OF BROADCASTING—330 W. 42nd St., New York.
CORNELL-DUBILIER ELECTRIC Corp.—South Plainfield, N. J.
COVICI FRIEDE, Inc.—435 E. 24th St., New York City.
COWARD-McCANN, Inc.—2 West 45th St., New York City.
CROSSLEY, Inc.—330 W. 42nd St., New York City.
CROWELL, THOMAS Y. Co.—432 Fourth Ave., New York.

D

DARTNELL CORP.—4660 Ravenswood Ave., Chicago.
DE PAUL UNIVERSITY—Chicago, Ill.
DIAL PRESS, Inc.—432 Fourth Ave., New York City.
DODD, MEAD & Co.—432 4th Ave., New York.
DODGE PUBLISHING Co.—116 E. 16th St., New York City.
DOUBLEDAY, DORAN & Co., Inc.—14 W. 49th St., New York.
DRAKE, FREDERICK J., & Co. Inc.—600 W. Van Buren St., Chicago, Ill.
DUELL, SLOAN & PEARCE Inc.—270 Madison Ave., New York.
DUN & BRADSTREET, Inc.—290 Broadway, New York City.
DUTTON, E. P., & Co.—300 Fourth Ave., New York City.

E

EDINBORO EDUCATIONAL PRESS. Edinboro, Pa.
EDITOR & PUBLISHER Co.—1475 Broadway, New York City.
EDWARDS BROS., Inc.—Ann Arbor, Mich.
ELECTRONICS—330 W. 42nd St., New York.
EXPRESSION Co.—16 Harcourt St., Boston.

F

FARRAR & RINEHART, Inc.—232 Madison Ave., New York City.
FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Education, Washington, D. C.
FOREIGN POLICY ASSN.—22 E. 38th St., New York City.
FORTUNY'S-Publishers Inc., 87 Fifth Ave., New York.
FUNK & WAGNALLS Co.—354 Fourth Ave., New York City.

G

GOODHEART-WILLCOX Co., Inc.—2009 S. Michigan Ave., Chicago.
GREENBERG: PUBLISHER, Inc.—67 W. 44th St., New York City.

H

HAGSTROM MAP Co.—20 Vesey St., New York.
HARCOURT, BRACE & Co. Inc.—383 Madison Ave., New York City.
HARPER & BROTHERS—49 E. 33rd St., New York City.
HARVARD UNIV. PRESS—Cambridge, Mass.
HEARST MAGAZINES, Inc.—Marketing Division, 57th St. & 8th Ave., New York.
HENLEY, NORMAN W. PUB. Co.—17 West 45th St., New York City.
HENRY HOLT & Co., Inc.—257 4th Ave., New York City.
HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York City.
HOOPER, C. E., Inc.—22 East 40th St., New York City.
HOUGHTON MIFFLIN Co.—432 4th Ave., New York City.
THE HOUSE OF LITTLE BOOKS—156 Fifth Ave., New York City.

I

INCORPORATED RADIO SOCIETY OF GREAT BRITAIN—53 Victoria St., London, S. W. 1
INDIANA UNIVERSITY—Bloomington, Ind.
INSTITUTE OF RADIO ENGINEERS, Inc.—330 W. 42nd St., New York.
INSTITUTE FOR PROPAGANDA ANALYSIS, Inc.—211 4th Ave., New York City.

J

JOURNAL OF APPLIED PSYCHOLOGY—Ohio University, Athens, Ohio.

K

KANSAS STATE COLLEGE—Manhattan, Kansas.
KNIGHT PUBLISHERS, Inc.—432-438 Fourth Ave., New York City.

L

LEIGH, RANDOLPH, PUBLISHING Co.—725 15th St., N. W., Washington, D. C.
LEWIS, ADDISON, & ASSOCIATES—Foshay Tower, Minneapolis, Minn.
LIBRAIRIE GALLIMARD—43, rue de Beaune, Paris, France.
LIPPINCOTT, J. B., Co.—227-231 S. 6th St., Philadelphia.
LITTLE, BROWN & Co.—34 Beacon St., Boston.
LONGMANS, GREEN & Co.—55 Fifth Ave, New York City.
LOTHROP, LEE & SHEPARD Co.—386 4th Ave., New York City.

M

MACAULAY Co.—Out of business.
McGRAW-HILL BOOK Co. Inc.—330 W. 42nd St., New York City.
McKITTRICK, GEORGE, & Co.—108 Fulton St., New York City.
MACMILLAN Co.—60 Fifth Ave., New York City.
MANTHORNE, G. C. & Co.—Publications acquired by: Manthorne & Burack, Inc. Publishers, 30 Winchester St., Boston.
METROPOLITAN LAW BOOK Co.—270 Flatbush Ave., Extension, Brooklyn, N. Y.
METROPOLITAN LIFE INSURANCE Co.—1 Madison Ave., New York City.
MORROW, WILLIAM, & Co.—386 Fourth Ave., New York.

N

NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION, Inc.—60 E. 42nd St., New York City.
NATIONAL ASSOCIATION OF BROADCASTERS—1626 K St. N.W., Washington, D. C.
NATIONAL COMMITTEE ON EDUCATION BY RADIO—1 Madison Ave., New York City.
NATIONAL EDUCATION ASSN.—1201 Sixteenth St. N.W., Washington, D. C.
NATIONAL INDUSTRIAL CONFERENCE BOARD—247 Park Ave., New York City.
NATIONAL LAW BOOK Co., Inc.—907 15th St., N.W., Washington, D. C.
NATIONAL RADIO RECORDS—347 Madison Ave., New York.
NATIONAL LIBRARY PRESS—110 W. 42nd St., New York City.
NATIONAL REGISTER PUBLISHING Co.—330 West 42nd St., New York City.
NATIONAL RETAIL DRY GOODS ASSN.—101 W. 31st St., New York City.
NELSON, THOMAS, & SONS, Ltd.—385 Madison Ave., New York City.
NORDEMAN PUB. Co., Inc.—215 4th Ave., New York.
NORTON, W. W., & Co., Inc.—70 Fifth Ave., New York City.

O

OHIO STATE UNIVERSITY—University Press, Columbus, O.
OXFORD UNIVERSITY PRESS—114 Fifth Ave., New York City.

P

PACIFIC RADIO PUBLISHING Co., Inc.—Monadnock Bldg., San Francisco, Cal.
PAGE, L. C., & Co.—53 Beacon St., Boston.
PITMAN, SIR ISAAC, & SONS, Ltd.—Pitman House. Kingsway, London, W. C. 2, or: Pitman Publishing Corp. 2-6 W. 45th St., New York City.
POLYGRAPHIC CO. OF AMERICA—304 East 45th St., New York City.
PRENTICE-HALL, Inc.—70 Fifth Ave., New York City.
PRINCETON UNIVERSITY PRESS—Princeton, N. J.
PRINTERS' INK—185 Madison Ave., New York.
PUBLISHERS' INFORMATION BUREAU Inc.—31 E. 10th St., New York City.

Q

QUARTERLY JOURNAL OF SPEECH—Ann Arbor, Mich.

R

RCA INSTITUTES TECHNICAL PRESS—75 Varick St., New York City.
RADIO Ltd.—1300 Kenwood Road, Santa Barbara, Cal.
RADIO & TECHNICAL PUBLISHING Co.—45 Astor Pl., New York.
RADIO COVERAGE REPORTS—18 E. 48th St., New York.
RADIO DAILY Corp.—1501 Broadway, New York.
RADIO ENGINEERING LABORATORIES—35-54 36th St., Long Island City, New York.
RADIO MANUFACTURERS ASSN.—1317 F St., N. W., Washington, D. C.
RAMSEY PUB. Co. Bloomington, Ind.
RAND McNALLY MAP Co.—536 S. Clark St., Chicago.
RANDOM HOUSE, Inc.—20 East 57th St., New York City.
RIDER, JOHN F.—404 Fourth Ave., New York City.
RONALD PRESS Co.—15 East 26th St., New York.

S

SALES MANAGEMENT—420 Lexington Ave., New York.
SCIENCE RESEARCH ASSOCIATES—1700 Prairie Ave., Chicago, Ill.
SCRIBNER'S, CHARLES, SONS—597 Fifth Ave., New York City.
SELWYN & BLOUNT Ltd.—Paternoster House, 34 Paternoster Row, London, E. C. 4.
SHAW, A. W., Co.—Publications acquired by: McGraw-Hill Book Co.
SHERWOOD PRESS, Inc.—Box 552, Edgewater Branch, Cleveland.
SIMON & SCHUSTER—1230 6th Ave., New York.
STANDARD RATE AND DATA SERVICE—333 N. Michigan Ave., Chicago.
STOKES, FREDERICK A., Co.—521 Fifth Ave., New York City.

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UNITED CATALOG PUBLISHERS Inc.—110 Lafayette St., New York.
U. S. NAVAL INSTITUTE—Annapolis, Md.
UNIVERSITY OF CHICAGO PRESS—5750 Ellis Ave., Hyde Park Station, Chicago.
UNIVERSITY OF MAINE—Orono, Maine.
UNIVERSITY OF NEW MEXICO PRESS. Albuquerque, N. Mex.
UNIVERSITY OF PENNSYLVANIA—Philadelphia, Pa.
UNIVERSITY TUTORIAL PRESS Ltd.—Clifton House, Euston Rd., London, NW1.

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VAN NOSTRAND, D., Co. Inc.—250 Fourth Ave., New York City.
VANGUARD PRESS, Inc.—424 Madison Ave., New York City.
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W

WEST PUBLISHING Co.—50 W. Kellogg Blvd., St. Paul, Minn.
WILEY, JOHN, & SONS, Inc.—440 Fourth Ave., New York City.
WILSON, H. W., Co.—950-972 University Ave., New York City.

PERIODICALS: TECHNICAL

BELL LABORATORIES RECORD. Monthly. Bell Telephone Laboratories, Inc., 463 West St., N. Y.

BELL SYSTEM TECHNICAL JOURNAL. Quarterly. American Telephone & Telegraph Co., 195 Broadway, N. Y.

BELL TELEPHONE MAGAZINE. Quarterly. American Telephone & Telegraph Co., 195 Broadway, N. Y.

BROADCAST NEWS. Four or five times a year. RCA Mfg. Co., Inc., Camden, N. J.

COMMUNICATIONS. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

ELECTRICAL COMMUNICATION. Quarterly. International Standard Electric Corp., 67 Broad St., N. Y.

ELECTRICAL ENGINEERING. Monthly. American Institute of Electrical Engineers, 33 W. 39th St., N. Y.

ELECTRONICS. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42d St., N. Y.

ELECTRONIC ENGINEERING. Monthly. 43 Shoe Lane, London, E. C. 4.

FM MAGAZINE. Monthly. FM Company, 41 Washington St., Newton, Mass.

GENERAL ELECTRIC REVIEW. Monthly. General Electric Co., Schenectady, N. Y.

GENERAL RADIO EXPERIMENTER. Monthly. General Radio Co., 30 State St., Cambridge, Mass.

INTERNATIONAL SHORT WAVE RADIO. Monthly. International Short Wave Club, East Liverpool, O.

JOURNAL OF THE ACOUSTICAL SOCIETY OF AMERICA. Quarterly. American Institute of Physics, 175 Fifth Ave., N. Y.

JOURNAL OF THE INSTITUTION OF ELECTRICAL ENGINEERS. Monthly. Savoy Place, Victoria Embankment, London. W.C. 2.

JOURNAL OF THE SOCIETY OF MOTION PICTURE ENGINEERS. Monthly. Soc. of Motion Picture Engineers. Hotel Pennsylvania, N. Y. C.

JOURNAL OF THE TELEVISION SOCIETY. Usually 3 times a year. The Television Society, "Lynton" Newberry, Berkshire, England.

PICK-UPS. Quarterly. Western Electric Co., 195 Broadway, N. Y.

PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Monthly. Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.

PROCEEDINGS OF THE RADIO CLUB OF AMERICA. Monthly. Radio Club of America, Inc., 11 W. 42nd St., N. Y.

QST. Monthly. American Radio Relay League, Inc., West Hartford, Conn.

RCA REVIEW. Quarterly. RCA Institutes Technical Press, 75 Varick St., N. Y.

R.M.A. ENGINEER. 2 times a year. Radio Manufacturers Assn., 1317 F Street, N. W., Washington, D. C.

RADIO. Monthly except Aug. and Sept. Radio, Ltd., 1300 Kenwood Road, Santa Barbara, Cal.

RADIO AMATEUR CALL BOOK MAGAZINE. Quarterly. Radio Amateur Call Book, Inc., 608 S. Dearborn St., Chicago.

RADIO & TELEVISION. Monthly. Popular Book Corp., 20 Vesey St., N. Y.

RADIO NEWS. Monthly. Ziff-Davis Pub. Co., 608 S. Dearborn St., Chicago.

RADIO PATENT SERVICE. Weekly. Radio Manufacturers Assn., 1317 F Street, N.W., Washington, D. C.

RADIO-CRAFT. Monthly. Radcraft Publications, Inc., 20 Vesey St., N. Y.

REPORT OF RADIO RESEARCH IN JAPAN. National Research Council of Japan, Imperial Academy House, Ueno Park, Tokyo, 1 to 3 times a year. (In English.)

SERVICE. A monthly digest of radio and allied maintenance. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

WIRELESS ENGINEER AND EXPERIMENTAL WIRELESS. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London. S. E. 1.

WIRELESS WORLD. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London. S. E. 1.

A Chronology of
THE DEVELOPMENT OF RADIO AND BROADCASTING

[See page 54 for 1941 Chronology]

640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.

1650—Otto von Guericke invented the air pump and the first frictional electric machine.

1654—Robert Boyle observed that electric attraction may take place through a vacuum.

1676—Olaus Roemer discovered that light travels at a finite velocity.

1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.

1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.

1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.

1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.

1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.

1794—Allessandro Volta invented the voltaic cell.

1825—Georg Ohm propounded the law named for him—Ohms Law.

1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.

1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.

1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.

1832—The idea of telegraphing was discussed by Samuel F. B. Morse.

1838—Professor K. A. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.

1847—Thomas Alva Edison was born on February 11 at Milan, O.

1849—John Ambrose Fleming was born on Nov. 29 in England.

1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.

1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.

1865—An induction machine was constructed by Wilhelm Theodor Holtz.

1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.

1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".

1874—Guglielmo Marconi was born at Bologna, Italy, April 25.

1875—The telephone was invented by Alexander Graham Bell.

1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".

1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.

1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.

1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.

1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.

1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.

1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart".

1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.

1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.

1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)

1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.

1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.

1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.

1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.

1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.

1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.

1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.

1892—Sir Willam Crookes predicted wireless telegraphy without wires would soon be possible.

1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.

1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.

1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.

1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.

1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.

1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.

1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress*.

1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.

1899 (April 28)—*Steamer R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.

1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.

1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.

1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.

1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.

1900 (Feb. 28)—*S. S. Kaiser Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.

1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.

1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.

1901 (Jan. 1)—The bark *Medora* was reported by wireless to be waterlogged on Ratel Bank and assistance was sent.

1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.

1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.

1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.

1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

1902 (Feb.)—Marconi on *S. S. Philadelphia* picked up messages from Poldhu, 2,099 miles distant.

1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto*.

1902—Professor Reginald A. Fessenden introduced the electrolytic detector.

1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.

1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.

1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.

1903—First ocean daily "newspaper" was printed on board *S. S. Campania*, with news supplied by wireless.

1903 (Aug. 4)—First International Radiotelegraphic Conference was held at Berlin.

1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.

1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.

1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.

1904—Wireless apparatus was featured at the St. Louis World's Fair.

1905—The *New York Times* received eyewitness wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.

1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.

1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.

1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.

1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.

1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.

1908 (Feb. 2)—*S.S. St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune*.

1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.

1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.

1909 (Jan. 23)—*S.S. Republic* collided with *S.S. Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.

1909—Marconi was awarded the Nobel Prize in physics.

1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on *S.S. Avon* at sea and by wireless amateurs in Connecticut.

1910—Marconi flashed wireless messages from Ireland to Buenos Aires.

1910 — *S.S. Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.

1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.

1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.

1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.

1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.

1912—Frederick A. Kolster, of Bureau of Standards, developed a decremeter to make direct measurements of wireless waves.

1912—United Wireless Co. absorbed by American Marconi Co.

1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.

1912 (April 14)—*S.S. Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.

1912—United States Naval radio station, NAA, opened at Arlington, Va.

1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.

1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.

1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.

1913 (June)—Radio Telegraph Act at Canada was passed by Parliament.

1913—Station POZ, Nauen, Germany, flashed a message 1,550 miles.

1913 (Oct. 11)—*S.S. Volturno* afire at sea flashed an SOS and ten ships rushed to her side.

1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.

1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.

1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvise.

1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Co. of America.

1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feed-back circuit.

1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".

1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.

1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.

1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.

1916 (Summer)—8XK license issued to Dr. Frank Conrad, Assistant Engineer of Westinghouse, East Pittsburgh, for general development work. Station started broadcasting in November, 1919. KDKA was licensed for limited commercial work prior to receiving special authorization for broadcasting Nov. 2, 1920. During the World War period, operation of all private radio stations was suspended and radio activities were placed under the jurisdiction of U. S. Navy. After general radio suspension during the war, Dr. Conrad received temporary wartime license from the Navy Dept. with the assigned call 2WE. At end of wartime ban, Dr. Conrad's Navy assigned call was cancelled and his original call 8XK automatically reinstated.

1916 (Nov. 5) — President Wilson and Mikado of Japan exchanged radiograms at opening of transpacific circuit.

1916 (Nov.)—De Forest experimental radiophone station was opened at High Bridge, N. Y.

1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.

1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.

1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.

1918 (April) — A high power station LCM, was opened at Stavanger, Norway.

1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.

1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.

1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.

1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.

1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.

1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from *S.S. George Washington.*

1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.

1919 (Aug. 24) — United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.

1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.

1919—England and Canada linked by vacuum tube radiophone transmitters.

1919—President Wilson returning from Peace Conference on board *S.S. George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.

1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American worldwide radio system.

1919—Establishment of U. S. Naval Shore Radio Compass System with 33 stations along Atlantic Coast after tests by *U.S.S. Chicago;* project suggested to navy by Lieut. Comdr. Thomas Appleby in 1918; first system of kind in world.

1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.

1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for worldwide communication under direction of RCA.

1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.

1920 (Aug. 20)—Station WWJ, Detroit, (Then 8MK; later WBL; WWJ, July 7, 1922), owned by *Detroit News* and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920.

1920 (Nov. 2)—KDKA, Pittsburgh (Westinghouse Co.), founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns.

1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.

1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.

1921 — Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.

1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherer.

1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.

1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.

1921 (Oct. 1) — Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.

1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.

1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.

1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).

1922—Two-way radio conversation, first of its kind, was established between Des Beach, N. J., and *S. S. America* 400 miles at sea.

1922 (Feb. 20)—Station WGY, Schenectady, went on the air.

1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.

1922 (June)—Marconi came to America in his yacht *Elettra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.

1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.

1922 (Aug. 16)—Station WEAF went on the air atop the Western Electric Bldg., West Street, New York.

1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922 (Sept. 7) — Station WEAF, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.

1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.

1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.

1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.

1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.

1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.

1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF, New York, and WNAC, Boston.

1923 (March)—Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.

1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (March 4)—Station KDPM, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.

1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.

1923 (May 15) — Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.

1923 (June)—The first multiple station hookup by wire featured WEAF, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.

1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington; and KSD, St. Louis.

1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.

1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAF, New York.

1923 (Dec. 4) — Opening of Congress broadcast for first time.

1924 (Jan. 9)—Station KGO, Oakland, Cal., made its debut on the air, owned by General Electric.

1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.

1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAF as New York outlet.

1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.

1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Elettra* off England to Australia.

1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.

1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.

1924 — Marconi described his shortwave beam system in a lecture before the Royal Society of Arts in London.

1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.

1924 (Oct.)—Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.

1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.

1924 (Oct. 11)—Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.

1924 (Nov. 30) — Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.

1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.,

1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.

1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.

1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.

1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.

1925 (May 7)—Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.

1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the gong of Big Ben atop the House of Parliament, London, as it struck midnight.

1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.

1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.

1926 (Jan. 1) — John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.

1926 — *S.S. Antinoe* in distress at sea flashed an SOS and the *S.S. President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.

1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.

1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.

1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.

1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.

1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.

1926—World Series was broadcast for the first time by WJZ's nationwide hookup.

1926 (Nov. 1) — National Broadcasting Company was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.

1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.

1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.

1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *London Times.*

1927 (Jan. 21) — First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.

1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.

1927 (March 2)—Federal Radio Commission appointed by President Coolidge: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.

1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1927—Arrival of Charles A Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.

1927 (Sept. 18) — Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.

1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.

1928 (Feb. 8)—John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.

1928 (March 7)—Passengers on *S.S. Berengaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.

1928 (July 12) — Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.

1928 (Aug. 11) — Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.

1928 (Sept. 11)—*The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.

1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.

1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.

1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.

1929—Screen grid tubes were developed for radio receiving sets.

1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.

1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.

1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.

1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.

1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.

1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first worldwide broadcast.

1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.

1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.

1930—The pentode tubes for radio receivers were introduced.

1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.

1930 (June) — *S.S. America* off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.

1930 (June)—Plans were announced for a $250,000,000 Radio City to be built on Manhattan Island.

1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.

1930 (June 30) — First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.

1930 (July 30) — Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.

1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.

1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American rebroadcast from the Orient.

1931 (Jan. 1) — Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.

1931 (Jan. 11) — Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.

1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast

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inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.

1931 (March 31) — Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.

1931 (April 26) — Television station W2XCR went on the air in New York.

1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.

1931 (June) — Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.

1931 (July 21) — Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.

1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny", explained the political plight in an American rebroadcast from London.

1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.

1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.

1931 (Dec. 12)—Fifteen nations and insular possessions participated in worldwide tribute to Marconi on thirtieth anniversary of first transatlantic signal.

1931 (Dec. 25)—*Hansel and Gretel* was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEAF and WJZ were linked with the microphone.

1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.

1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnappers of Charles A Lindbergh Jr., to flash news bulletins and to appeal to the kidnappers.

1932 (March 13) — German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.

1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.

1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.

1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.

1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.

1932 (Sept. 22) — William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.

1932 (Nov. 9) — Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.

1932 (Dec. 10) — First program direct from Java was clearly rebroadcast in the United States.

1933 (March 4) — President Roosevelt's inaugural broadcast internationally by record-breaking hookup.

1933 (March 12) — President Roosevelt broadcast his first "fireside chat" on banking moratorium.

1933 (April 4)—Dirigible *Akron* disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.

1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.

1933 (July 24) — President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.

1933 (Oct. 22) — President Roosevelt's fourth "fireside chat" covered his stewardship to date.

1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.

1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.

1934 (May 1)—WLW, Cincinnati, begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.

1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.

1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.

1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of *S.S. Queen Mary*.

1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.

1934 (Sept. 30) — Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, WXYZ), carrying first commercial program.

1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feed-back" circuit.

1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.

1935 (Feb. 1) — Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.

1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.

1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.

1935 (April 28) — President Roosevelt's seventh "fireside chat" covered relief problems.

1935 (May 7)—Plans to spend $1,000,000 for field television tests were announced by RCA President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.

1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.

1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.

1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFBE (now WCPO) in Cincinnati, planning to acquire other affiliates.

1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.

1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.

1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.

1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.

1935 (Nov. 11) — Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.

1935 (Dec. 7)—Hollywood studios of NBC dedicated.

1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs..

1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.

1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.

1936 (Jan. 3) — President Roosevelt addressed joint session of Congress called for 9 p. m. in order that nation might listen by radio.

1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations: KTSA, San Antonio; WACO, Waco; KNOW, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.

1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.

1936 (March 1)—First television wire circuit, called a "see line", links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.

1936 (March 19)—KNX, Hollywood, purchased by CBS for $1,300,000 in biggest station deal in history; transfer subsequently approved by FCC.

1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.

1936 (March 24)—WHO, Des Moines, files application with FCC for 500,000 watts, the first of numerous such applications later filed.

1936 (March 31) — CBS reports record gross income of $17,637,804 for 1935, with net profit of $3,228,194.

1936 (April 24) — American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."

1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconoscope camera. Broadcast was on 6 meters over distance of one mile.

1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.

1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.

1936 (May 1)—Zeppelin *Hindenburg* broadcasts to United States and Germany on first Atlantic crossing.

1936 (May 13)—W. H. Doherty of Bell Laboratories presents paper on high efficiency circuit used in new Western Electric broadcast transmitters before Institute of Broadcast Engineers and in May, 1937, received Morris Liebman Memorial Prize for work on this circuit.

1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.

1936 (May 26)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul F. Peter as secretary.

1936 (May 27)—British superliner *Queen Mary* broadcasts scheduled programs to U. S. networks on maiden voyage to United States.

1936 (June) — Record-breaking hookups carry political convention: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.

1936 (June 4)—Public television demonstrations started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of television, utilizes 300-line images framed 24 times per second.

1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.

1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to BROADCASTING Magazine on occasion of 14th annual NAB convention in Chicago, July 6-8.

1936 (June15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.

1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of $1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.

1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copyright turmoil, and simultaneously dismiss some 200 infringement suits against stations and others seeking about $4,000,000 in damages.

1936 (August)—Olympic Games at Berlin are broadcast internationally through elaborate shortwave system and 40-nation switchboard. U. S. networks send own announcers to cover events. German attempts to televise games meet with poor results.

1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; pictures 9½ x 7½ inches in dimension.

1936 (Sept. 6)—President Roosevelt in eighth "fireside chat" discusses drought situation.

1936 (Sept.-Oct.)—Radio used extensively in Roosevelt-Landon political campaign, with estimated $2,000,000 or more spent for network and station time. Hookups and stations cover elections thoroughly Nov. 3.

1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he helped organize and served as first president. On March 1, 1937, joins Scripps-Howard Newspapers.

1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.

1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visits of 35 radio officials from European countries, Nov. 9, banquet with 1,600 attending and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 343-line images framed 30 times per second and interlaced to produce 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7¼ x 10½ inches and 5½ x 7¼ inches, respectively.

1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.

1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 9-10 a. m. and 3-4 p. m., with E. M. I. and Baird systems alternating.

1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1929.

1936 (Dec. 1)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.

1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world to what is believed to be largest world audience ever to listen to a single speech.

1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.

1937 (Jan.-Feb.)—Radio performs greatest humanitarian role in disastrous Ohio-Mississippi floods, winning plaudits of President Roosevelt, Red Cross and nation's listeners for its rescue and relief broadcasts which generally were accredited with reducing toll of life.

1937 (Jan.)—Engineers of RCA and NBC begin first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York, supplanting 343-line experiments.

1937 (Feb. 11)—Philco Radio & Television Corp., demonstrated 441-line television before press.

1937 (March 15)—Trend toward origination of movie talent programs from Hollywood as major factor in network operation launched as General Mills Inc., Minneapolis (Bisquick), starts *Hollywood in Person* series on NBC network, followed March 28 by *Paramount on Parade* on NBC-Red, followed later by Metro - Goldwyn - Mayer and Warner Bros. tieup on networks for major national advertisers.

1937 (March 29)—North American Radio Conference meeting in Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

1937 (April 1)—NAB board of directors approves creation of independent Copyright Bureau to handle production and sale of public domain transcription program library as means of backstopping industry in the event of ASCAP music crisis.

1937 (April 5-12)—Organized labor movements make first inroads on broadcasting industry when new announcers' union, American Guild of Radio Announcers and Producers, begins organising announcing and production departments of CBS.

1937 (May 6)—Crash of German Dirigible *Hindenburg*, at Lakehurst, N. J., is recorded by Herb Morrison, announcer, and Charles Nehlsen, engineer, both of WLS, Chicago, who were on the scene as disaster occurred.

1937 (May 12) — Coronation of King George VI broadcast throughout world over British Empire System; British Broadcasting Corp. televises coronation parade from Hyde Park Corner.

1937 (May 12)—Television projected to motion picture size, 8 x 10 ft., by RCA in demonstration before Institute of Radio Engineers. Engineers R. R. Law and Vladmir K. Zworykin described development.

1937 (June 19)—American Federation of Musicians launches reemployment campaign among broadcasters at annual convention in Louisville, which resulted in formal contracts with stations and networks to become effective Jan. 1, 1938, after some six months of negotiating during which strike was threatened.

1937 (July 6)—Senator White (R. Me.) introduces resolution (S. Res-149) for sweeping investigation of radio.

1937 (July 20)—Guglielmo Marconi, pioneer radio inventor and the first man to span the ocean with a radio signal, died of heart attack in his 63rd year.

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1937 (July 23)—Anning Smith Prall, 67, chairman of the FCC, died suddenly at his summer home in Boothbay Habor, Me.

1937 (July 30)—American Federation of Radio Artists formed as autonomous union of all radio talent except musicians under AFofL.

1937 (Aug. 17) — Frank R. McNinch, chairman of Federal Power Commission, and T. A. M. Craven, chief engineer of FCC, appointed by President Roosevelt to FCC with instructions to reorganize.

1937 (Sept. 28)—Facsimile tests on regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.

1937 (Oct.)—NBC and RCA order mobile television vans to begin outdoor experiments, preparing for time when television will be expected to cover big outdoor events such as sports, parades, etc. Two vans delivered Dec. 12.

1937 (Oct. 1)—Senator Hugo L. Black, Supreme Court appointee, makes his first public statement following Ku Klux Klan membership revelations over combined networks upon return from Europe. Refuses to be interviewed for newspapers, saying that by radio his statement would not be edited or interpreted.

1937 (Oct. 8) — Pennsylvania Supreme Court rules that performing artists have property right in their recorded performances of musical compositions in sustaining lower court decision in appeal of WDAS, Philadelphia, in case of suit brought by Fred Waring, orchestra leader. Case brought as test two years earlier by National Association of Performing Artists.

1937 (Oct. 13) — Special convention of NAB in New York votes sweeping reorganization, authorizing committee to set up plan for "paid president" with broad powers and other bolstering steps. Committee subsequently drafted such a plan (Dec. 9, 1937) and ordered regular convention in Washington Feb. 14, 1938, to consider it.

1937 (Oct. 13)—Division form of FCC operation abolished on motion of Chairman McNinch, with all seven-men to participate in handling of broadcast, telephone and telegraph matters, effective Nov. 15.

1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television, aural or apex broadcasting and relay broadcasting, above 30,000 kc.

1937 (Dec. 6)—U. S. Court of Appeals for District of Columbia writes radio law in three decisions holding that broadcasting stations are not public utilities; that economic competition should be considered in granting new facilities in given localities, and that FCC should hand down statement for facts and grounds for decision at time of ruling rather than weeks or months later.

1937 (Dec. 13) — Inter-American Radio Conference in Havana, following six-week session, adjourns after drafting treaty for distribution of broadcast channels among North American nations, under plan eliminating Mexican border stations, and providing facilities for United States, Canada, Mexico, Cuba, Newfoundland, Dominican Republic and Haiti.

1938 (Jan. 27)—FCC allocates band of 25 ultra-high frequencies for non-commercial educational broadcasting.

1938 (Feb. 1)—International Telecommunications Conference convenes in Cairo, Egypt, with delegates from 71 countries. Continues until April 8.

1938 (Feb. 14-15)—NAB in convention in Washington orders sweeping reorganization, with board members named on regional basis. Authorizes board to select new paid president. Facsimile demonstrated to delegates, with BROADCASTING publishing first newspaper on record by facsimile.

1938 (Mar. 30)—NAB board drafts Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, as president.

1938 (Apr. 30)—CBS dedicates new Hollywood radio plant in Columbia Square.

1938 (June 6)—NAB executive committee selects Neville Miller, "flood mayor" of Louisville, as paid president of NAB at $25,000 per year, to assume duties July 1.

1938 (June 6)—Senate adopts Wheeler Resolution expressing it to be sense of that body that more stations with powers in excess of 50,000 watts are against the public interest, as FCC hearings on proposed new rules and regulations get under way. Hearings continue to July 29.

1938 (June 14) — House votes 234-101 against Connery Resolution to investigate alleged monopoly in radio.

1938 (June 15)—U. S. Senate ratifies Havana Treaty; FCC announces frequency allocations under treaty June 23.

1938 (Aug. 10)—Elliott Roosevelt, president of Hearst Radio Inc., organizes Texas State Network as independent enterprise with 23 stations, scheduled to start operating Sept. 15.

1938 (Sept. 12)—Major networks provide complete coverage of Sudeten crisis, starting with Hitler's Nuremburg address and continuing until Munich Peace Pact is signed. Radio hailed on all hands for remarkable service.

1938 (Oct. 17)—New studios of NBC opened in Hollywood.

1938 (Oct. 20)—David Sarnoff, president of RCA, announces at meeting of board of Radio Manufacturers Association that RCA would make television public and have sets on market at time of New York World Fair starting April 30, 1939. Transmitters, made available to broadcasters and many RCA patent licensees indicate intention to begin producing sets.

1938 (Oct. 31)—Cuba orders reallocation effective in conformity with Havana Treaty. Mexican Senate on Oct. 26 declined to ratify the treaty. Canada ratifies Nov. 29.

1938 (Dec. 1)—NBC board orders Niles Trammell, Central Division vice-president, to go to New York Jan. 1 as executive vice-president.

1938 (Dec. 17)—CBS purchases American Record Co. and susidiaries, including Columbia Phonograph Co., from which Paley interests originally acquired network.

1939 (Jan.)—President Roosevelt, Senator Wheeler and FCC Chairman Frank R. McNinch agree on proposal to reduce FCC to three members; proposed bill meets opposition and is dropped.

1939 (Feb. 12)—American Federation of Musicians signs two-year talent scale contract with networks; strike is averted.

1939 (Feb. 2)—RCA-NBC end 10-day "road show" of television mobile unit in Washington.

1939 (Mar. 1)—WLW reduces power from 500,000 to 50,000 watts as U. S. Court of Appeals denies appeal for stay order from FCC decision.

1939 (Apr. 5)—Eugene O. Sykes, charter member of old Radio Commission and of FCC, retires to practice law; succeeded by Frederick I. Thompson, of Alabama.

1939 (April)—Congress recognizes radio on par with press, and provides gallery facilities for radio repoters, culminating successfully fights led by Fulton Lewis jr., Mutual commentator.

1939 (Apr. 30)—Television brought out as public service in New York by RCA-NBC, coincident with opening of New York World's Fair. Sets placed on market.

1939 (May 9)—President Roosevelt in first transcribed address under Government auspices described radio as "free as the press" except for such controls as are necessary to prevent complete confusion on the air.

1939 (May 19)—FCC Committee (McNinch, Brown, Walker, Thompson) adjourns Network Monopoly Inquiry which started Nov. 14, 1938.

1939 (May 22)—FCC Television Committee issues Part I of report urging caution and cooperation in dealing with visual medium. Part II proposed allocation plan by size of cities.

1939 (May 26)—Associated Press board of directors lifts ban on use of AP news in sponsored broadcasts under specified rules.

1939 (June)—Yankee Network begins operation of $250,000 frequency modulated (Armstrong) transmission plant atop Mt. Asnebumskit, Mass. Goes on 16-hour-a-day schedule of Yankee Network programs July 24.

1939 (July 10-13)—NAB at annual convention in Atlantic City adopts code of self-regulation; also votes approval of plan to form own music reservoir to combat ASCAP. NAB board orders code effective Oct. 1, 1939.

1939 (July 27)—President Roosevelt names James Lawrence Fly, general counsel of Tennessee Valley Authority, chairman of FCC to succeed Frank R. McNinch, who retired Sept. 1, due to illness.

1939 (Aug. 1)—New FCC rules governing broadcasting become effective; broadcast station licenses extended from six months to one year.

1939 (Aug.-Sept.)—Networks cover war crisis through correspondents in Europe's capitals heard at frequent intervals; first declaration of war ever heard by radio carried on networks as Prime Minister Chamberlain of Great Britain replies to Hitler. Canada's declaration of war leads to censorship of Canadian radio but slight interference with commercial operation.

1939 (Sept 7)—Supreme Court of Pennsylvania reverses Allegheny Court of Common Pleas' decision ordering NBC to pay 15,000 to Summit Hotel Co. for damages claimed as result of ad lib by Al Jolson, comedian; Supreme Court holds broadcaster not liable for remarks ad libbed by artist employed by sponsor.

1939 (Sept. 15)—NAB special convention in Chicago approves $1,500,000 fund made up of 50% of station payments to ASCAP in 1937, to set up Broadcast Music, Inc., stock to be owned by stations and networks.

1939 (Oct 1)—Fr. Charles E. Coughlin, Detroit priest, barred from buying time under industry self-regulation code. Nationwide censorship issue is precipitated with several stations resigning from NAB.

1939 (Nov)—Formation of Transcontinental Broadcasting System, a new nationwide network, announced by Elliott Roosevelt, to begin Jan. 1, 1940. About 100 stations listed, but project fails to start.

1939 (Nov.)—International broadcast stations announce initial sales of sponsored program earmarked for South American audiences. NBC gets United Fruit Co. as first sponsor.

1939 (Dec. 12)—Gov. James M. Cox, 1920 Democratic presidential nominee and owner of WHIO, Daytona, and WIOD, Miami, acquires WSB, Atlanta 50,000 watter, along with its parent, *Atlanta Journal*, for record price of $2,500,000.

1939 (Dec. 17)—Eyewitness account of scuttling of German battleship *Graf Spee* broadcast over NBC from Montevideo, Uruguay, by James Bowen.

1939 (Dec. 29)—Mexican Congress ratifies Havana Treaty, paving way for placing in effect North American Broadcasting Agreement during 1940.

1940 (Jan. 16)—American Federation of Musicians places broadcast contracts on new basis by abandoning 1937 national settlement plan and permitting its locals to negotiate individual contracts with stations in their communities; strike is averted.

1940 (Feb. 15)—Broadcast Music Inc. (BMI) begins drive to build independent music source with $1,250,000 war chest supplied by stations and networks. Established as permanent organization at NAB San Francisco convention (Aug. 5) to supply radio's music needs.

1940 (Feb. 28)—FCC approves limited commercial television as of Sept. 15; subsequently (May 27) rescinds action, based on allegedly "misleading" advertising of television by RCA, which leads to Congressional hearings.

1941 (March 21)—ASCAP announces proposed new contracts for broadcast stations and networks, boosting its estimated royalties from $4,500,000 to $9,000,000.

1940 (March 25)—U. S. Supreme Court, in Sanders-Dubuque case, gives FCC power to license new broadcast stations without regard to economic injury to existing stations, establishing new "survival of fittest" theory. In same decision holds Commission has no supervisory control of programs, business management or policy of stations.

1940 (May 10)—Dept. of Justice institutes new criminal action against ASCAP for purported violation of anti-trust laws, reopening five-year-old case pending in Federal District Court in New York. Attorney General Jackson (Dec. 26) announces new criminal anti-trust action against ASCAP, BMI, NBC and CBS growing out of music controversy.

1940 (May 20)—FCC gives frequency modulation (FM) green light, authorizing full commercial operation as of Jan. 1, 1941.

1940 (June 7)—Lenox R. Lohr resigns as president of NBC to become president of Chicago Museum of Science & Industry. He is succeeded (July 12) by Niles Trammell, executive vice-president, and Frank E. Mullen (Aug. 2) is named vice president and general manager, resigning as RCA vice-president in charge of advertising and publicity.

1940 (June 12)—FCC Network Monopoly Committee releases report proposing licensing of networks, non-exclusive network-station contracts, time options, etc. Suggested regulations to apply to network-affiliated stations released Nov. 28.

1940 (June 12)—Senate Interstate Commerce Committee starts hearings on renomination of Thad H. Brown to FCC; hearings turn into probe of FCC, RCA, NBC, CBS and industry generally. Brown nomination finally shelved.

1940 (June 19)—Republican National Convention adopts "freedom of radio" plank in its Presidential campaign platform. Similar action taken (July 10) by Democratic National Convention.

1940 (July 25)—U. S. Circuit Court of Appeals upholds right of stations to broadcast phonograph records without payment of license fees in RCA v. Whiteman case. U. S. Supreme Court in effect upholds decision (Dec. 16) by refusing to review it.

1940 (Aug. 3)—"Broadcasting Day" observed for first time coincident with NAB San Francisco convention with dedication of plaques to "free American radio" at both the New York and San Francisco world fairs.

1940 (Aug. 29)—Color television development by Dr. Peter C. Goldmark announced by CBS.

1940 (Sept. 24)—Defense Communications Board created by President Roosevelt to plan relationship of communications with national defense efforts.

1940 (Nov. 5)—Radio establishes new high in presidential election coverage, turning over practically its entire facilities for reporting results of Roosevelt-Willkie balloting, as well as Congressional and State elections.

1940 (Dec. 17)—FCC approves sale of WMCA, New York, by Donald Flamm to Edward J. Noble, financier and head of Life Saver Corp., for $850,000 cash.

1940 (Dec. 23)—Formation of Latin American network of CBS, with 39 standard and 25 shortwave stations, announced by CBS President William S. Paley following return from seven-week tour of Central and South America.

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Walter Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
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John Elmer (WCBM)	6-23-37—2-16-38
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Neville Miller	1938-

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(*Continued from page 434*)

RADIO GLOSSARY. U. S. Office of Education. 2nd ed. 1938. Glossary of terms used in program production.

RADIO STATIONS. Federal Communications Commission. Miscellaneous lists such as: Cuba, Canada, Mexico, Facsimile, High Frequency, International, world list of international broadcasting stations, etc.

STATISTICS OF THE COMMUNICATIONS INDUSTRY IN THE U. S. FOR THE YEAR ENDED Dec. 31, 1939. Federal Communications Commission.

WAR ON THE SHORT WAVE. *By H. N. Graves, Jr.* Foreign Policy Assn. 1941. Pamphlet showing use of radio as a propaganda instrument in the present war.

YOUR CAREER IN RADIO. *By N. V. Carlisle & C. C. Rice.* E. P. Dutton & Co. 1941. A career book for boys and girls written in fictional form.

PERIODICALS: GENERAL

THE ADVERTISER. Monthly. The Advertiser, 3557 Bogart Ave., Cincinnati.

ADVERTISING AGE. Weekly. Advertising Publications, Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING. Monthly. Robbins Publishing Co., Inc., 9 E. 38th St., N. Y.

AIR LAW REVIEW. Quarterly. American Academy of Air Law, 100 Washington Sq. E., New York.

THE BILLBOARD. Weekly. The Billboard Publishing Co., 25-27 Opera Pl., Cincinnati, Ohio.

BROADCASTING. Weekly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington, D. C.

EDITOR & PUBLISHER. Weekly. The Editor & Publisher Co., Suite 1700, Times Bldg., N. Y. C.

EDUCATION BY RADIO. Quarterly. National Committee on Education by Radio. One Madison Ave., N. Y.

FEDERAL COMMUNICATIONS BAR JOURNAL. Monthly. Federal Communications Bar Assn., Woodward Bldg., Washington, D. C.

HEINL RADIO BUSINESS LETTER. 2400 California St., Washington, D. C.

JOURNAL OF THE AER. Monthly. Assn. for Education by Radio. 228 N. La Salle St., Chicago.

THE LISTENER. Weekly. British Broadcasting Corp., Broadcasting House, London W1.

LONDON CALLING. Weekly. British Broadcasting Corp. London.

MOVIE-RADIO GUIDE. Weekly. Triangle Publications, Inc., 731 Plymouth Court, Chicago.

NAB REPORTS. Weekly. National Assn. of Broadcasters, 1626 K St., N. W., Washington, D. C.

PERSONNEL-LIST OF ADVERTISING AGENCIES. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

PRINTERS' INK. Weekly. Monthly. Printers' Ink Pub. Co., Inc., 185 Madison Ave., N. Y. C.

THE PUBLIC OPINION QUARTERLY. School of Public Affairs, Princeton U, Princeton, N. J.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Monthly. Publishers' Information Bureau, 31 E. 10th St., N. Y.

RMA NEWS BULLETIN. Monthly or oftener. Radio Manufacturers Assn., 1317 F Street, N.W., Washington.

RADEX. Bi-monthly. The Radex Publishing Co., Emerson, N. J.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO AGE. Quarterly. Radio Corp. of America, RCA Bldg., N. Y. C.

RADIO AND TELEVISION MIRROR. Monthly. Macfadden Publications, Inc., 205 E. 42d St., N. Y.

RADIO AND TELEVISION RETAILING. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42d St., N. Y.

RADIO AND TELEVISION TODAY. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

THE RADIO AND TELEVISION WEEKLY. Weekly. Phonograph Publications Co., Inc., 99 Hudson St., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway, N. Y.

RADIO SHOWMANSHIP. Monthly. Showmanship Publications, Eleventh at Glenwood, Minneapolis, Minn.

RADIO-TELEVISION JOURNAL. Monthly. Henderson Publications, Inc., 1270 Sixth Ave., N. Y.

RADIO TIMES. Weekly. British Broadcasting Corp., Broadcasting House, London. W1.

RADIO TRADE-BUILDER. Monthly. Hugh C. MacLean Publications, Ltd., 347 Adelaide St., W., Toronto.

SALES MANAGEMENT. Semi-monthly. Sales Management, Inc., 420 Lexington Ave., N. Y.

SERVICE BULLETIN OF THE FREC. Monthly. Federal Radio Education Committee, U. S. Office of Education, Washington, D. C.

STAND BY. Monthly. American Federation of Radio Artists. 2 West 45th St., N. Y.

SURVEY OF CURRENT BUSINESS. Monthly, with weekly supplements. U. S. Dept. of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C.

TALKS. Quarterly. Columbia Broadcasting System, N.Y.C.

TIDE. Semi-monthly. Tide Publishing Co., Inc., 232 Madison Ave., N. Y.

VARIETY. Weekly. Variety, Inc., 154 W. 46th St., N. Y.

penheim Publications. Semi-monthly. 564 Market St., San Francisco.
WESTERN ADVERTISING. Ramsey Op-

SERVICES RELATING TO BUSINESS OF BROADCASTING

Radio Associations and Committees

AMERICAN BAR ASSOCIATION—Chairman of Standing Committee on Communications: John W. Guider, Colorado Bldg., Washington, D. C. Chicago Headquarters: 1140 No. Michigan Ave.; telephone, Superior 8913.

AMERICAN NETWORK Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-2737. Executive vice-president: John R. Latham. (Network of commercial FM stations.)

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Road, W. Hartford, Conn. Telephone: 3-6269. Officials: Kenneth B. Warner, managing secretary; George E. Bailey, president; Charles E. Blalack, vice-president; Francis E. Handy, communications manager; David H. Houghton, acting treasurer.

ASSOCIATION OF RADIO TRANSCRIPTION PRODUCERS of Hollywood Inc.—6404 Hollywood Blvd., Hollywood, Cal. Phone: Hillside 0188. Officers: Gerald King, Standard Radio, chairman; C. P. MacGregor, C. P. MacGregor Co., vice-chairman; R. E. Messer, Raymond R. Morgan Co., treasurer.

CANADIAN ASSOCIATION OF BROADCASTERS — Victory Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer. Board of Directors: Harry Sedgewick, CFRB, Toronto, chairman; George Chandler, CJOR, Vancouver, vice-chairman.

CLEAR CHANNEL BROADCASTING SERVICE — Shoreham Bldg., Washington, D. C. Telephone: Republic 3306. Director: Victor A. Sholis. Assistant Director: Allan Miller. Chairman, Edwin Craig, WSM, Nashville. Treasurer: Harold Hough, WBAP, Fort Worth.

FACT-FINDERS ASSOC. Inc.—400 Madison Ave., New York City. Telephone: Eldorado 5-1600. Officials: George P. Johansen, president; C. Robert Baines, vice-president; Harry Broder, secretary. (A division of Advertising Distributors of America.)

FEDERAL COMMUNICATIONS BAR ASSN.—Washington, D. C. Officers: Eugene O. Sykes, president; Paul M. Segal, first vice-president; Elliot Lovett, second vice-president; Reed T. Rollo, secretary; John Littlepage, treasurer. [For addresses and list of members, see page 428.]

FM BROADCASTERS Inc. — 21 Brookline Ave., Boston. Telephone: Commonwealth 0800. Officers: John Shepard 3rd, president; John V. L. Hogan, WQXR, New York, vice-president; Robert Bartley, Yankee Network, secretary-treasurer; Philip G. Loucks, counsel. Directors: Messrs. Shepard and Hogan; Walter J. Damm, WTMJ, Milwaukee; Franklin M. Doolittle, WDRC, Hartford; C. M. Jansky Jr., Jansky & Bailey, Washington; Carl Meyers, WGN, Chicago; Paul W. Morency, WTIC, Hartford; Theodore C. Streibert, WOR, Newark; Ray H. Manson, Stromberg-Carlson Mfg. Co., Rochester. New York Office: 52 Vanderbilt Ave.; telephone, Murray Hill 4-7201; general manager, Dick Dorrance.

HOLLYWOOD RADIO PRODUCERS CLUB—Hollywood, Cal. Officers: Mann Holiner, Benton & Bowles, Hollywood, president; Harrison Holliway, KFI-KECA, Los Angeles, secretary; Murray Bolen, Young & Rubicam Inc., Hollywood, chaplain; Tom McKnight, sergeant-at-arms.

INDEPENDENT RADIO NETWORK AFFILIATES (IRNA)—Officials: Samuel R. Rosenbaum, WFIL, Philadelphia, chairman; Paul W. Morency, WTIC, Hartford, vice-chairman. Directors: Martin B. Campbell, WFAA, Dallas; Don S. Elias, WWNC, Asheville, N. C.; I. R. Lounsberry, WGR, Buffalo; Mr. Rosenbaum; Mr. Morency; Edwin W. Craig, WSM, Nashville; Mark Ethridge, WHAS, Louisville; John A. Kennedy, WCHS, Charleston, W. Va.; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton Jr., WAVE, Louisville; L. B. Wilson, WCKY, Cincinnati.

INSTITUTE OF RADIO ENGINEERS—330 W. 42nd St., New York City. Telephone: Medallion 3-5661. Secretary: Harold P. Westman. Officers: A. F. Van Dyck, RCA License Laboratory, president; W. A. Rush, Dept. of Transport, Ottawa, Ont., vice-president; Haradan Pratt, Mackay Radio & Telegraph Corp., treasurer; Alfred N. Goldsmith, New York, chairman of board of editors. Directors: W. L. Everitt, Ohio State U, Columbus, O.; F. E. Terman, Stanford U, Palo Alto, Cal.; Austin Bailey, AT&T, New York; O. B. Hanson, NBC, New York; B. J. Thompson, RCA Mfg. Co., Harrison, N. J.; H. M. Turner, Yale U, New Haven, Conn.; H. A. Wheeler, Hazeltine Service Corp., New York; L. C. F. Horle, New York; L. P. Wheeler, FCC, Washington; Harold T. Friis, Bell Labs., New York; A. B. Chamberlin, CBS. (Five more directors to be elected.)

NATIONAL ASSOCIATION OF BROADCASTERS—1626 K St., N. W., Washington, D. C. Telephone: National 2080. Staff: Neville Miller, president; C. E. Arney Jr., assistant to the president; Edward M. Kirby, director of public relations; Joseph L. Miller, director of labor relations; Paul F. Peter, director of research; Lynne C. Smeby, director of engineering; Russell P. Place, counsel; Everett E. Revercomb, auditor; Arthur Stringer, supervisor, promotion and circulation; J. Robert Myers, assistant director of research.

RADIO COUNCIL ON CHILDREN'S PROGRAMS—9 Rockefeller Plaza, New York City. Telephone: Circle 6-1097. Mrs. Nathaniel Singer, president; Mrs. Dorothy Lewis, vice-president; Wilson Parkhill, treasurer; Rita Hochheimer, secretary.

RADIO EXECUTIVES CLUB OF NEW YORK—347 Madison Ave., New York City. Telephone: Murray Hill 6-0186. Officers: John Hymes, Lord & Thomas, president; Alman Taranto, vice-president; Arthur Sinsheimer, vice-president; William Wilson, secretary; Ed Devaney, treasurer.

RADIO MANUFACTURERS ASSOCIATION—1317 F St., N. W., Washington, D. C. Telephone: National 4901. Officials: Bond Geddes, executive vice-president and general manager; Paul Galvin, Galvin Mfg. Co., Chicago, president; Roy Burley, Ken-Rad Tube and Lamp Corp., Owensboro, Ky., vice-president; H. E. Osman, Centralab, Milwaukee, vice-president; Ray H. Manson, Stromberg-Carlson Tel. Mfg. Co., Rochester, vice-president; James P. Quam, Quam-Nichols Co., Chicago, vice-president; Leslie F. Muter, Muter Co., Chicago, treasurer; John W. Van Allen, Buffalo, general counsel.

RADIO MANUFACTURERS ASSN. OF CANADA—159 Bay St., Toronto, Ont. Telephone: Adelaide 1531. Executive Secretary: W. W. Richardson. President: E. C. Grimley. Vice-President: L. A. Young. Chairman of the engineering committee: G. J. Irwin.

RADIO SERVICEMEN OF AMERICA Inc.—1216 No. American St., Freeport, Ill. Donald H. Stover, executive secretary.

SOUTHERN CALIFORNIA SPORTSCASTERS ASSN.—117 W. Ninth St., Los Angeles. Phone: Drexel 3263. Frank Bull, Smith & Bull Adv., Los Angeles, president; Sam Balter, MBS commentator, vice-president; Joe Micciche, KRKD, Los Angeles, sports announcer, secretary-treasurer.

National Independent Broadcasters

Headquarters: Munsey Bldg.,
Washington, D. C.

Phone Republic 3607

OFFICERS

George B. Storer (Fort Industry), President
L. B. Wilson (WCKY), Vice-President
Edwin M. Spence (WWDC), Secretary-Treasurer
Andrew W. Bennett, General Counsel

DIRECTORS

Harold A. Lafount (Bulova Stations), Chairman of the Board
Ralph L. Atlass (WJJD)
S. A. Cisler (WGRC)
Edward Codel (WPAT)
E. B. Craney (KGIR)
A. J. Fletcher (WRAL)
Thompson Guernsey (WLBZ)
James F. Hopkins (WJBK)
C. J. Lanphier (WEMP)
Martin L. Leich (WBOW)
Ben Ludy (WIBW)
Glenn Marshall Jr (WFOY)
E. C. Reineke (WDAY)
L. M. Sepaugh (WSLI)
Edwin M. Spence (WWDC)
George B. Storer (Fort Industry)
Lloyd C. Thomas (KGFW)
Arthur Westlund (KRE)
L. B. Wilson (WCKY)

Network Affiliates, Inc.

Headquarters: Munsey Bldg.,
Washington, D. C.

*OFFICERS

Eugene C. Pulliam (WIRE), President
Hulbert Taft Jr. (WKRC), Vice-President
William J. Scripps (WWJ), Secretary-Treasurer

*DIRECTORS

Ed Craney (KGIR)
Ronald Woodyard (WING)
Luther L. Hill (KRNT)
H. J. Brennen (KQV)
Hoyt Wooten (WREC)
John A. Kennedy (WCHS)
Edgar Bill (WMBD)
Donald Davis (WHB)
Leonard H. Kapner (WCAE)
Eugene C. Pulliam (WIRE)
William J. Scripps (WWJ)

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*Officers and Directors were elected on a temporary basis at the Chicago organizational meeting Nov. 18 and will serve until the next meeting in April.

WESTERN ASSOCIATION OF BROADCASTERS — 846 Howe St., Vancouver, B. C. Telephone: Marine 6464. President: George Chandler, CJOR, Vancouver. Directors: G. R. A. Rice, CFRN, Edmonton; J. W. B. Browne, CKOV, Kelowna; Lloyd Moffatt, CKBI, Prince Albert; F. H. Elphicke, CJRC, Winnipeg.

TOWN HALL Inc.—*America's Town Meeting Of The Air*, 123 W. 43rd St., New York City. Telephone: Wisconsin 7-5800. President of Town Hall and moderator of program: George V. Denny Jr. Director of radio forum division: Marian S. Carter.

VETERAN WIRELESS OPERATORS ASSN.—30 Rockefeller Plaza, New York City. Telephone: Columbus 5-5900. Officers: William J. McGonigle, president; A. J. Costigan, vice-president; G. H. Clark, secretary; William C. Simon, treasurer.

RADIO NEWS SERVICES

*BRITISH UNITED PRESS Ltd.—249 St. James St., Montreal, Que. Telephone: Plateau 9947. Officials: C. F. Crandall, president; R. W. Keyserlingk, general manager; E. E. Dowell, business representative.

CHRISTIAN SCIENCE MONITOR—1 Norway St., Boston, Mass. Telephone: Commonwealth 4330. Director of Broadcasting: Volney D. Hurd.

*INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York City. Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faris, editor-in-chief; Walter Moss, general business manager; John A. Brogan Jr., sales manager. Burd Ely, assistant sales manager.

*PRESS ASSOCIATION Inc.—Subsidiary of Associated Press, 50 Rockefeller Plaza, New York City. Telephone: Circle 7-1357. General manager: William H. McCambridge. Assistant to general manager: Oliver Gramling.

PRESS NEWS LIMITED—44 Victoria St., Toronto, Ont. Telephone: Elgin 2692. Officers: W. Rupert Davies, president; A. R. Ford, vice-president; J. A. McNeil, chief executive; Sam G. Moss, manager; C. A. Day, treasurer; M. J. Duggan, assistant treasurer.

*TRANSRADIO PRESS SERVICE Inc.—521 Fifth Ave., New York City. Telephone: Murray Hill 2-4053. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president; Sims Guckenheimer, secretary.

*UNITED PRESS ASSOCIATIONS—220 East 42nd St., New York City. Telephone: Murray Hill 2-0400. Officials: Hugh Baillie, president; Edwin Moss Williams, general sales manager; Clem J. Randau, business manager; Al F. Harrison, radio sales manager; A. L. Bradford, radio news editor.

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* *Indicates news is sold for commercial sponsorship.*

Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules 4.131-4.137)
† Under Construction.

Call Letters	*Licensee & Location*	*Frequency in Kc.*	*Power in Watts*
KALW	Board of Education of the San Francisco Unified District, San Francisco, Cal.	42,100	1,000
†KSDS	San Diego Unified School District, San Diego, Cal.	42,300	1,000
†WBEZ	Board of Education, City of Chicago, Chicago, Ill.	42,500	1,000
WBKY	University of Kentucky, Beattyville, Ky.	42,900	100
WBOE	Cleveland City Board of Education, Cleveland, O.	42,500	1,000
†WIUC	University of Illinois, Urbana, Ill.	42,900	250
†WMBE	Board of Education of the Memphis City Schools, Memphis, Tenn.	42,100	250
†WNYE	Board of Education, City of New York, Brooklyn, N. Y.	42,100	1,000

Note—All stations employ FM except WBKY which uses AM (A3) emission.

SERVICES RELATING TO BROADCASTING

Miscellaneous Services and Organizations

ACCOUNTING SERVICES—CLIFFORD YEWDALL—350 Fifth Ave., New York City. Telephone: Pennsylvania 6-7861.

MERLIN H. AYLESWORTH—RCA Bldg., New York City. Telephone: Circle 6-2535.

BENTLEY & LIVINGSTONE Inc.—75 E. Wacker Drive, Chicago. Telephone: Dearborn 1237. President: George Livingstone. Branch: 2 W. 45th St., New York City; telephone: Vanderbilt 6-0560; manager, Fred Witner.

HERBERT M. BRATTER—3000 39th St. N. W., Washington, D. C. Telephone: Woodley 7211. (Economic consultant.)

WALTER P. BURN & ASSOCIATES Inc.—7 W. 44th St., New York City. Telephone: Murray Hill 2-7462. Officials: Walter P. Burn, president; William Noble, vice-president. (Market research, media promotion, maps.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on FCC procedural, regulatory and technical matters.)

CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: R. T. Bacher, president; Paul K. Horst, Harry W. Acton, George L. Seabury and James B. Page, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

COMMITTEE FOR THE CELEBRATION OF THE PRESIDENT'S BIRTHDAY FOR THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—50 E. 42nd St., New York City. Chairman of radio division: G. W. Johnstone. Director of radio: James H. Knox.

CONTROLLED CIRCULATIONS AUDIT Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-6380. Officials: Frank L. Avery, managing director; H. W. Bullard, president; Marshall Heywood, vice-president; Joe Vessey, secretary; Lansing Chapman, treasurer. (Auditing, circulation of business publications.)

DEMOCRATIC NATIONAL COMMITTEE (radio division)—Mayflower Hotel, Washington, D. C. G. W. (Johnny) Johnstone, radio director.

VINCENT EDWARDS & Co.—342 Madison Ave., New York City. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

FINCH TELECOMMUNICATIONS Inc.—Plant: Fourth and Virginia Sts., Passaic, N. J.; telephone, Passaic 2-3440. Laboratory: Bendix Airport, Bendix, N. J. Officials: William G. H. Finch, president; Frank Brick, vice-president and chief engineer; Fred Ehlert, advertising and publicity. (Facsimile equipment for radio, wire and carrier current circuits.)

FOOD - DRUG - COSMETIC REPORTS—National Press Bldg., Washington, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

HEARST RADIO Inc.—(Affiliated with Hearst Newspapers), 20 E. 57th St., New York City. Telephone: Plaza 8-2600. Officials: E. M. Stoer, general manager; C. B. McCabe, president.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES—507 Fifth Ave., New York City. Telephone: Vanderbilt 6-6075. Manager: Louis M. Block Jr.

ALLEN KANDER & Co.—350 Madison Ave., New York City. Telephone: Vanderbilt 6-6098. (Broker.)

LIFE INSURANCE SALES RESEARCH BUREAU—64 Pearl St., Hartford, Conn. Telephone: Hartford 2-3211. Manager: John Marshall Holcombe Jr. Research Director: Laurence S. Morrison. Director of Service: B. N. Woodson. (Cooperative research and service organization maintained by life insurance companies.)

GEORGE McKITTRICK & Co.—108 Fulton St., New York City. Telephone: Barclay 7-4828. Owner: Fred C. McKittrick. Branch: 185 No. Wabash Ave., Chicago; telephone, State 8911; manager, Norman M. Breeze. (Publishes McKittrick's Directory of Advertisers and Agencies.)

MUZAK Corp.—229 Fourth Ave., New York City. Telephone: Algonquin 4-3300. Wired radio subsidiary of the North American Co., operated under arrangement with Warner Brothers Pictures. Officers: Waddill Cathings, president; Peter Holland, vice-president; Anna M. Kerner, secretary; George A. Carpenter, treasurer.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York City. Telephone: Murray Hill 6-3535. Officials: Edward L. Greene, general manager; K. B. Wilson, operating manager; A. E. Bockman, advertising and media relations; H. M. Cool, consumer interest.

NATIONAL REGISTER PUBLISHING Co.—330 W. 42nd St., New York City. Telephone: Medallion 3-5850. President and treasurer: R. H. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

NATIONAL RESEARCH BUREAU Inc.—320 No. LaSalle St., Chicago. Telephone: Superior 6365. Radio director: Gerard B. McDermott. Branch: 489 5th Ave., New York City; telephone, Murray Hill 2-2492.

NATIONAL RETAIL DRY GOODS ASSOCIATION—101 W. 31st St., New York City. Telephone: Chickering 4-7313. Officials: Lew Hahn, general manager and treasurer; William A. Fitzgerald, assistant to manager; Richard G. Meybohm, manager sales promotion division. Branch: Munsey Bldg., Washington, D. C.; telephone, National 3680; manager, Harold R. Young.

PUBLISHERS INFORMATION BUREAU (PIB)—31 E. 10th St., New York City, Telephone: Stuyvesant 9-7334. Officers: Anne R. Edgerly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer. (Publishes reports on advertising space and expenditures.)

SCRIPPS-HOWARD RADIO Inc.—230 Park Ave., New York City. Telephone: Murray Hill 6-6840. Officials: Jack Howard, president; James C. Hanrahan, executive vice-president; Mortimer C. Watters and Richard B. Westergaard, vice-president; Joseph B. Epperson, chief engineer.

SMITH DAVIS & Co.—Union Commerce Bldg., Cleveland, O. Telephone: Madison 2685. M. Smith Davis, president. (Newspaper and radio financing.)

SURETY ADVERTISING Co.—280 Madison Ave., New York City. Telephone: Murray Hill 3-6336. Officials: Milton M. Rockmore, William Glicksman.

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington, D. C. Telephone: District 2678. Editor: Roland Davies. (Communications industry news service.)

TEL-ELECTRIC CORP.—420 Lexington Ave., New York City. Telephone: Murray Hill 5-3055. Officials: Edward L. Mack, president; James H. Betts, vice-president; Harry F. Hagedorn, treasurer. Branch: 789 Broad St., Newark, N. J.; telephone, Mitchell 2-1680; manager, A. Bass. (Visual news bulletins.)

TRADE-WAYS Inc.—285 Madison Ave., New York City. Telephone: Ashland 4-1363. Officials: W. H. Lough, president: Howard Williams, vice-president; Paul Field, secretary; O. R. Johnson, treasurer. (Marketing counsellors.)

TRAFFIC AUDIT BUREAU Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-1527. Dr. Miller McClintock, chief executive. (Reports on circulation and coverage of outdoor advertising; controlled by ANA, AAAA and Outdoor Advertising Association of America.)

UNIVERSAL RADIO FEATURES SYNDICATE—119 Freeman St., Santa Ana, Cal. Telephone: 1881. Manager: Tom E. Dawson. (Syndicates radio logs.)

VIDEO & SOUND ENTERPRISES—1804 Dodge St., Omaha, Neb. Telephone: Atlantic 4200. Officials: Franklin O. Pease, general manager; Arthur Brooks, promotion director. Branch: Fidelity Bldg., Kansas City; telephone, Grand 1144. (Radio station promotions, advertising and merchandising counsel.)

WESTINGHOUSE RADIO STATIONS Inc.—1619 Walnut St., Philadelphia. Telephone: Locust 3760. Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. A subsidiary of Westinghouse Electric & Manufacturing Co. Officials: George H. Bucher. president; Walter C. Evans, vice-president, in charge of radio; Lee B. Wailes, general manager; William E. Jackson, sales manager; George Harder, advertising and publicity manager; Joseph E. Baudino, technical manager.

JOHN ORR YOUNG—610 Fifth Ave., New York. Telephone: Columbus 5-5613. John Orr Young, president; David O. Pendleton, Sec.-Treas.; Dr. Karl Ettinger, head of research.

FOREIGN BROADCASTING REPRESENTATIVES IN U. S.

BRITISH BROADCASTING CORP.—North American Representative: Lindsay Wellington, 620 Fifth Ave., New York City. Telephone: Circle 7-0656.

HOWARD C. BROWN Co.—6418 Santa Monica Blvd., Hollywood, Cal. Hollywood 6405. American Representative: 2UE, Sydney, Australia; 3XY, Melbourne, Australia; New Zealand Commercial Radio stations.

MACQUARIE NETWORK—(24 stations), Sydney, Australia. American Representative: Ralph L. Power, Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617. Also represents New Zealand and South African stations through Sydney office.

MELCHOR GUZMAN Co. Inc.—9 Rockefeller Plaza, New York City. Telephone: Circle 7-2450. Manager Radio Department: A. M. Martinez. (Represents various stations in Latin American countries.)

RADIO EDUCATIONAL GROUPS

ASSOCIATION FOR EDUCATION BY RADIO—228 No. LaSalle St., Chicago, Ill.—Telephone: Dearborn 7801. Officers: William D. Boutwell, chairman membership committee; Harold W. Kent, chairman organization committee; Robert L. Hudson, treasurer; Jim Hanlon, editor *AER Journal*.

COMMITTEE ON SCIENTIFIC AIDS TO LEARNING—41 E. 42nd St., New York City. Telephone: Murray Hill 2-8352. Director: Dr. Irvin Stewart. Committee: James B. Conant, Harvard U.; Vannevar Bush, Carnegie Institute of Washington; Ross G. Harrison, National Research Council; Frank B. Jewett, AT&T; Bethuel M. Webster, New York; Ben D. Wood, Columbia U.

FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Education, Federal Security Agency, Washington, D. C. Telephone: Republic 1820, Extension 2280. Officials: Dr. John W. Studebaker, Commissioner of Education, chairman; C. F. Klinefelter, assistant to Commissioner of Education, vice-chairman; William D. Boutwell, assistant to the chairman in charge of service; Gordon Studebaker, director radio script and transcription exchange; Mrs. Gertrude G. Broderick, secretary-editor. Executive Committee: John Elmer, WCBM, Baltimore; Sterling Fisher, CBS; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, WHA, U of Wisconsin, Madison, Wis.; Neville Miller, NAB; Walter G. Preston, NBC; Levering Tyson, Muhlenberg College; J. W. Studebaker, U. S. commissioner of education, chairman.

NATIONAL COMMITTEE ON EDUCATION BY RADIO—1 Madison Ave., New York City. Telephone: Caledonia 5-6965. Chairman: Dr. Arthur G. Crane, president, Laramie, Wyo.; Vice-chairman: James E. Cummings, Washington, D. C. Secretary: Ruth L. Goodnough.

OFFICE OF RADIO RESEARCH—Under auspices of Columbia U Council for Research in Science, 15 Amsterdam Ave., New York City. Telephone: Columbus 5-6951. Director: Dr. Paul F. Lazarsfeld.

RADIO COUNCIL ON CHILDREN'S PROGRAMS—9 Rockefeller Plaza, New York City. Telephone: Circle 6-1097. Executives: Mrs. Nathaniel Singer, president; Mrs. Dorothy Lewis, vice-president; Wilson Parkhill, treasurer; Rita Hochheimer, executive secretary.

ROCKY MOUNTAIN RADIO COUNCIL Inc.—21 E. 18th Ave., Denver. Telephone: Keystone 5306. Director: Robert B. Hudson. Executive committee: C. B. Hershey, Colorado College, president; Mrs. M. E. Richards, Colorado Congress of Parents & Teachers, secretary; E. A. Conway, S.J., Regis College, treasurer; John W. Amesse, M.D., Colorado State Medical Society; A. Helen Anderson, Denver Public Schools; H. M. Crain, Colorado School of Mines; Dorothy Dee Hamilton, Colorado division, American Assn. of University Women.

SCHOOL BROADCAST CONFERENCE—A permanent national conference on utilization of radio in education, annually held in Chicago. Executive Committee: Harold W. Kent, 228 No. LaSalle St., chairman; Judith Waller, NBC; Lavinia Schwartz, CBS; David Heffernan, Cook County Public Schools; Harriet Hester, WLS; Luella Hoskins, 228 No. LaSalle St.; Al Hollander, WJJD-WIND. Chairman, Conference Publications: George Jennings, 228 No. LaSalle St.

WOMEN'S NATIONAL RADIO COMMITTEE—113 W. 57th St., New York City. Telephone: Circle 7-4110. Chairman: Mme. Yolanda Mero-Irion.

XUM

KFAB
Central States
BROADCASTING SYSTEM
KOIL
KFOR

DON SEARLE
GENERAL MANAGER

OMAHA, NEBRASKA

November 19, 1941

Mr. Clifford Yewdall
Certified Public Accountant
Empire State Building
New York City

Dear Cliff:

Several broadcasters from various parts of the country have stopped off in Omaha lately to pay us a visit. After seeing the information we have available, from the complete accounting system which you set up for us, they have all remarked that they have never seen as complete a record at any other station. And, all have expressed a desire to have such a system working for them.

Perhaps we have worked with this accounting system so long that we have more or less taken it for granted. Needless to say, we'd be lost without it.

It occurs to us, however, that you ought to loosen up and give a little publicity to yourself. You would certainly be doing broadcasters a big favor. And, incidentally, you might be able to get some business.

Every broadcaster should be able to completely analyse his audience, his income and his expenses. But, too few have records that they need.

The monthly reports that most stations keep are better than no reports -- but weekly reports, along with the monthly figures, gives us vital information that lets us watch trends and keep right on top of everything.

How does "local" stand this week compared to the same week a year ago? What are the cumulative comparative figures? What do we get per average announcement now? A year ago? Is the trend on "national" up or down? How many national spots for the week compared to last year? These are just a few of the questions that we're working with all the time, and of course there are hundreds more that can be answered with information that is at our fingertips.

The monthly report on the breakdown of operating expenses gives us a complete picture concerning that end of the business -- both on a comparative monthly and accumulative basis.

So, we get every conceivable bit of information that we could possibly use, both on revenue and expense. Could anyone ask for more?

Best regards,

Don Searle

General Manager

Don Searle/is

SERVICES RELATING TO THE BUSINESS OF BROADCASTING

Publicity Services; Music Licensors

PUBLICITY AND PUBLIC RELATIONS SERVICES

DAVID O. ALBER—30 Rockefeller Plaza, New York City. Telephone Circle 6-9595. Associates: Mildred Brown, Harold Desfor, Philip Meltzer. Branch: 6381 Hollywood Blvd., Hollywood, Cal.; telephone, Hollywood 7111; Coy Williams, Bernie Mulligan.

FRED BAER & ASSOCIATES—17 E. 49th St., New York City. Telephone: Wickersham 2-8996. Manager: Fred E. Baer.

BALDWIN, BEACH & MERMEY—205 E. 42nd St., New York City. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Brewster S. Beach, Maurice Mermey.

EDWARD L. BERNAYS—420 Lexington Ave., New York City. Telephone: Mohawk 4-4920. Partners: Edward L. Bernays, Doris E. Fleischman.

BURTON BROWNE Inc.—150 E. Superior St., Chicago. Telephone: Delaware 3800. Executives: Burton Browne, general manager; G. G. Browne, president; J. L. Browne, secretary; J. C. Callahan, radio director.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Telephone: Circle 6-8040. Associates: H. P. Kelliher, R. D. Gudgeon, Philip Culkin, L. A. Nixon, H. C. Cotter, Kay L. Harris.

BRYANT PUBLICITY SERVICE—5835 No. Cermac St., Philadeiphia. Telephone: Waverly 6595. President and general manager: G. Hodges Bryant. Vice-president and secretary: Gordon H. Bryant. Treasurer: J. R. Adams.

CARL BYOIR & ASSOCIATES—10 East 40th St., New York City. Telephone: Ashland 4-3466. Officers: Carl Byoir, president; Gerry Swinehart, general manager; Vincent Lancaster, treasurer; Edward Gottlieb, radio director.

THE COMPANY OF PUBLIC RELATIONS LTD.—Victory Bldg., Toronto, Ont., Canada. Telephone: Elgin 4249. Manager: J. A. Cowan. (Affiliated with Institute of Public Relations, 420 Lexington Ave., New York City.)

HAL DAVIS and LES LIEBER—17 E. 49th St., New York City. Telephone: Plaza 3-3269. Hal Davis, Les Lieber, partners.

DENSON-FREY & AFFILIATES Inc.—330 W. 42nd St., New York City. Telephone: Longacre 5-1083. Executives: Erwin M. Frey, Helen V. Denson, vice-president.

MARTIN DODGE & CARLTON K. MATSON—RKO Bldg., New York. Telephone: Circle 5-6767. (Public relations counsel for the Newspaper-Radio Committee.)

ARTHUR EDDY—Taft Bldg., Hollywood, Cal. Telephone: Gladstone 5305.

EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE—505 Fifth Ave., New York City; telephone, Murray Hill 2-5834. President: Eliot M. Stark.

FADELL PUBLICITY BUREAU—Hotel Radisson, Minneapolis, Minn. Telephone: Atlantic 7242. General Manager: Michael J. Fadell. Manager radio division: Earl R. West.

EARLE FERRIS—40 E. 49th St., New York City. Telephone: Wickersham 2-3666. President: Earle Ferris.

TOM FIZDALE Inc.—485 Madison Ave., New York City. Telephone: Eldorado 5-5580. Officers: Tom Fizdale, president; Irwin M. Nathanson, vice-president. Hollywood branch: 1509 N. Vine St.; telephone, Hollywood 7363; manager, Virginia Lindsey.

GILLIAMS SERVICE Inc.—225 W. 39th St., New York City. Telephone: Longacre 5-5220. Officials: Thomas F. Gilliams, president; E. W. Gilliams, vice-president; William Watson, manager.

STEVE HANNAGAN—247 Park Ave., New York. Telephone: Plaza 5-2900. Associates: Larry Smits, Joe Copps.

CONSTANCE HOPE ASSOCIATES—29 W. 57th St., New York City. Telephone: Plaza 3-3390. Constance Hope, owner; Alan Kayes, manager.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York City. Telephone: Mohawk 4-9590. Officials: Bernard Lichtenberg, president; John W. Darr, vice-president and managing director. Branch: 80 Richmond St. W., Toronto, Ont., Canada; telephone, Elgin, 4249; James A. Cowan, managing director.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York City. Telephone: Murray Hill 6-2727. Executive in Charge: T. J. Ross. Associates: Burnham Carter, Harcourt Parrish, Thomas W. Casey, James W. Lee II, J. M. Ripley, Ivy Lee Jr.

LEE-STOCKMAN NEWS SERVICE—30 Vesey St., New York City. Telephone: Rector 2-0350. Manager in charge: J. F. Koellisch.

AUSTIN C. LESCABOURA & STAFF—Croton-on-Hudson, N. Y. Telephone: Croton 444. Director: Austin C. Lescaboura.

LEYSHON-SADLER Inc. — Ingraham Bldg., Miami, Fla. Telephone: 3-0765. Officers: Hal Leyshon, president; Howe Sadler, secretary-treasurer. New York office: 9 Rockefeller Plaza; telephone, Columbus 5-4535.

MANDEVILLE PRESS BUREAU—6 E. 45th St., New York City. Telephone: Vanderbilt 6-1411. President: Ernest W. Mandeville. Associate: Frazier Nounan.

J. W. MILFORD & ASSOCIATES—RKO Bldg., New York City. Telephone: Columbus 5-4924. Director: J. W. Milford.

BERT NEVINS ASSOCIATES—50 E. 42nd St., New York City. Telephone: Murray Hill 2-9085.

TOM PARRY—319 No. Fourth St., St. Louis, Mo. Telephone: Central 5622.

PUBLICITY ASSOCIATES — Empire State Bldg., New York City. Telephone: Longacre 5-3210. President: Joseph Israels II. Vice-President: Amy Vanderbilt. Branch: 540 N. Michigan Ave., Chicago; telephone, Whitehall 7676; manager, William R. Harshe.

RALPH L. POWER — Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617.

FRANK L. RAND—360 No. Michigan Ave., Chicago, Ill. Telephone: Randolph 0001. Frank L. Rand, owner.

RAYMOND RICH ASSOCIATES—330 W. 42nd St., New York City. Telephone: Chickering 4-0160. Chairman: Raymond T. Rich. Associates: Edward Adolphe, D. Paul Reed, Edgar J. Sherman, Winthrop M. Southworth, Theodore S. Ruggles.

LEO R. SACK — Southern Bldg., Washington, D. C. Telephone: District 0120.

SELVAGE, SMITH & LEE—16 E. 48th St., New York City. Telephone: Plaza 8-0350.

GRAVES TAYLOR & ASSOCIATES—Statler Bldg., Cleveland, O. Telephone: Prospect 3220. Director: Graves Taylor.

MUSIC LICENSING GROUPS DEALING WITH BROADCASTERS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS — RCA Bldg., New York City. Telephone: Columbus 5-7464. Officers: Gene Buck, president; Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; John G. Paine, general manager; E. C. Mills, chairman of administrative committee; Prof. S. Stephenson Smith, educational director; Robert L. Murray, publicity director. General Counsel: Schwartz & Frohlich. Board of Directors: Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, Max Dreyfus, Walter Fischer, Otto A. Harbach, R. F. Murray, Jerome Kern, A. Walter Kramer, L. Wolfe Gilbert, George W. Meyer, Jack Mills, Oscar Hammerstein II, Geoffrey O'Hara, Richard Rodgers, Herman Starr, Gustave Schrimer, Oley Speaks, Deems Taylor, John O'Connor, J. J. Robins.

ASSOCIATED MUSIC PUBLISHERS Inc.—25 West 45th St., New York City. Telephone: Bryant 9-0847. President: Clinton M. Finney. Manager of Music Division: E. R. Voigt.

CANADIAN PERFORMING RIGHTS SOCIETY Ltd. — Royal Bank Bldg., Toronto, Ont. Telephone: Elgin 9219. President: H. T. Jamieson.

BROADCAST MUSIC Inc. (BMI)—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-5466. Officers: Neville Miller, president; Sydney M. Kaye, executive vice-president; Merritt E. Tompkins, vice-president and general manager; Charles E. Lawrence, treasurer; Julius P. Witmark Jr., assistant secretary. Board of directors: Neville Miller, NAB, Washington; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Edward Klauber, CBS, New York; Niles Trammell, NBC, New York; Paul Morency, WTIC, Hartford; John Shepard 3rd, Yankee Network, Boston. Department heads: Russell R. Clevenger, director of public relations; Carl Haverlin, director of station relations, logging and cataloguing; George M. Mario, professional manager; Arthur Gutman, chief arranger; Milton J. Rettenburg, chief music editor; Julius P. Witmark, sales and purchasing; Dana S. Merriman, personnel director; Preston H. Pumphrey, manager of agency relations. Chicago office—54 W. Randolph St.; manager, James Cairns. Los Angeles office—1549 No. Vine St.; manager, Harry Engel.

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc. — 45 Rockefeller Plaza, New York City. Telephone: Circle 6-3084. Officials: Harry Fox, general manager; Walter G. Douglas, chairman of board.

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G. RICORDI & Co., Milan, Italy—U. S. Representative: Dr. Renato Tasselli, 12 West 45th St., New York City. Telephone: Murray Hill 2-0300.

SESAC Inc. (Society of European Stage Authors & Composers)—113 West 42nd St., New York City. Telephone: Bryant 9-3223. Officials: Paul Heinecke, president; R. C. Heinecke, secretary-treasurer; K. A. Jadassohn, vice-president.

SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS—152 W. 42nd St., New York City. Telephone: Longacre 5-9124. Officials: Sholom Secunda, president; Pinchus Jassinowsky, vice-president; Alexander Olshanetsky, treasurer; Henry Lefkowitch, secretary; Salom J. Perlmutter, manager.

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AMERICAN TELEVISION SOCIETY—1140 Broadway, New York City. Telephone: Caledonia 5-7430. Officers: Norman D. Waters, president; Don McClure, vice-president; Robert Champlain, treasurer; Kay Reynolds, secretary.

BAIRD TELEVISION Corp.—New York Office, 1600 Broadway. Telephone: Circle 6-4848. Consultant: Dr. C S. Szegho. (Affiliated with Cinema Television Ltd., London.)

BELL TELEPHONE LABORATORIES—463 West St., New York City. Telephone: Chelsea 3-1000. (Visual transmission and coaxial cable experimentation; development of broadcast equipment for WE).

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Television executive: Adrian Murphy, executive director of television; Leonard H. Hole, manager of television operations; Dr. Peter C. Goldmark, chief television engineer; Gilbert Seldes, director of television programs (Experimentation and television broadcasting.)

COMMUNICATING SYSTEMS Inc., 520 W. 48th St., New York City. Telephone: Columbus 5-2390. C. T. Allen, President; P. M. Gussow, vice-president; Dr. H. H. Sheldon, treasurer; Alice B. Chookazian, secretary, asst. treasurer.

LEE DeFOREST LABORATORIES—5106 Wilshire Blvd., Los Angeles, Cal. Telephone: York 7288. Director: Dr. Lee DeForest. Partners: R. W. Whiston, Fred W. Christian Jr.

DON LEE BROADCASTING SYSTEM (Television Div.) 3800 Mount Lee Drive, Hollywood, Cal. Telephone: Hollywood 8255. Thomas S. Lee, president; Lewis Allen Weiss, vice-president and general manager; Harry R. Lubcke, director of television; Wilbur E. Thorp, assistant director of television: Reid Kilpatrick, television producer; Jack Stuart, assistant television producer. W6XAO, (experimental station and research) (commercial permit KTSL).

ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Mortimer W. Loewi, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary. Branch: 515 Madison Ave., New York City; telephone, Plaza 5-9030. Manager, Richard L. Campbell. (Experimentation and manufacture of television apparatus.)

FARNSWORTH TELEVISION & RADIO Corp.—3700 E. Pontiac St., Fort Wayne, Ind. (Television experiments and equipment.)

FIRST NATIONAL TELEVISION AND RADIO INSTITUTE—816 Locust St., Kansas City, Mo. Telephone: Harrison 5620. (Experimental station and school.)

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SERVICES RELATING TO THE BUSINESS OF BROADCASTING

Advertising and Trade Associations

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City. Telephone: Bryant 9-0430. Headquarters Staff: Earle Pearson, general manager; Alfred T. Falk, director, Bureau of Research & Education; Helen A. Holby, director, Club Contact. Dept. Officers: Elon G. Borton, La Salle Extension U, chairman of board; James A. Welch, Crowell-Collier Pub. Co., president; Ray Maxwell, Missouri Pacific Lines, vice-president; Forbes McKay, Progressive Farmer-Ruralist Co., vice-president; Thomas Nokes, Johnstown Poster Adv. Co., vice-president; Mabel G. Flanlay, The Borden Co., vice-president; Mercedes J. Hurst, Commonwealth Edison Co., director; Clara H. Zillessen, Philadelphia Electric Co., director; Robert S. Peare, General Electric Co., treasurer.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES — 420 Lexington Ave., New York City. Telephone: Mohawk 4-7980. Officials: John Benson, president; Frederic R. Gamble, managing director. Committee on Radio Broadcasting: A. K. Spencer, J. Walter Thompson Co., New York, chairman; Chester J. La Roche, Young & Rubicam, New York; Mac Wilkins, Mac Wilkins & Cole, Portland, Ore.; C. Lawton Campbell, Ruthrauff & Ryan, New York; Charles F. Gannon, Arthur Kudner Inc., New York; Arthur Pryor Jr., BBDO, New York; John F. Arndt, John Falkner Arndt & Co., Philadelphia; R. J. Scott, Schwimmer & Scott, Chicago; Jack Smalley, BBDO, Hollywood; L. L. Shenfield, Pedlar & Ryan, New York; L. T. Bush, Compton Advertising, New York; T. D'Arcy Brophy, Kenyon & Eckhardt, New York; Carl Stanton, Lord & Thomas, New York.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION — 370 Lexington Ave., New York City. Telephone: Caledonia 5-2000. General Manager: Cranston Williams. President: Walter M. Dear, *Jersey City Journal.*

ASSOCIATION OF CANADIAN ADVERTISERS Inc.—85 Richmond St., W., Toronto, Ont. Officers: President, Robert E. Jones, General Foods Ltd., Toronto; first vice-president, P. K. Abrahamson, Borden Co., Ltd., Toronto; second vice-president, E. F. Millard, Ford Motor Co. of Canada, Windsor, Ont.; third vice-president, R. E. Merry, Lever Bros. Ltd., Toronto; fourth vice-president, J W. Doherty, Imperial Oil Ltd., Toronto; treasurer, W. O. H. James, Dominion Bank, Toronto. Directors, C. R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto; J. E. Mason, Canada Dry Ginger Ale Co. Ltd., Toronto; R. L. Sperber, Sterling Distributors Ltd., Windsor, Ont.; Neil B. Powter, Howard Smith Paper Mills Ltd., Montreal; Leslie Choyce, McColl-Frontenac Oil Co. Ltd., Montreal; Joseph Foster, Courtaulds (Canada) Ltd., Montreal; S. R. Skelton, Goodyear Tire and Rubber Co. of Canada Ltd., Toronto; George Bertram, Swift Canadian Co. Ltd., Toronto; S. H. Young, Christie Brown & Co. Ltd., Toronto; secretary and manager, Athol McQuarrie.

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CANADIAN ASSOCIATION OF BROADCASTERS — Victory Bldg., Toronto. Ont. Telephone: Elgin 5623. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer; Harry Sedgwick, CFRB, Toronto, chairman of board; George C. Chandler, CJOR, Vancouver, vice-chairman.

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EXPORT ADVERTISING ASSN. Inc.—20 Vesey St., New York City. Telephone: Cortland 7-8993. J. J. Clarey, president; Frederick Moeller, vice-president; J. B. Powers, treasurer; Walter R. Bickford, secretary.

FINANCIAL ADVERTISERS ASSOCIATION—231 South LaSalle St., Chicago, Ill. Telephone: State 5547. Executive Vice-President: Preston E. Reed.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION — 100 E. Ohio St., Chicago, Ill. Telephone: Superior 8140. Mildred R. Webster, headquarters secretary.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA—165 West Wacker Drive. Chicago, Ill. Telephone: Randolph 1692. Officers: H. E. Fisk, executive vice-president and general manager; Frank Dunigan, president; Henry R. Johnston, vice-president; J. B. Stewart, secretary-treasurer; Harry Crawford, chairman of the board; E. C. Donnelly Jr., vice-chairman.

PACIFIC ADVERTISING ASSOCIATION—Title Guarantee Bldg., Los Angeles. Telephone: Michigan 0479. President: Don Belding, Lord & Thomas, Los Angeles. Managing director: Charles W. Collier. Executive secretary: Mrs. Lela M. Huey.

PREMIUM ADVERTISING ASSOCIATION OF AMERICA—500 Fifth Ave., New York City. Telephone: Bryant 9-6990. Secretary: Howard W. Dunk. General Counsel: Charles Wesley Dunn.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St., N. W., Washington, D. C. Telephone: National 1914. Officials: Dr. Frederick J. Cullen, Washington, executive vice-president; Charles Beardsley, Miles Laboratories Inc., Elkhart, Ind., president; Charles P. Tyrrell, secretary-treasurer.

Television Laboratories

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GENERAL ELECTRIC Co.—Schenectady, N. Y. (transmitters). Telephone: Schenectady 4-2211. Bridgeport, Conn. (receivers). Telephone: Bridgeport 4-1121. Officials: Dr. W. R. G. Baker, manager, Radio & Television Dept.

INTERNATIONAL TELEVISION RADIO Corp.—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2416. President: William H. Priess.

MIDLAND TELEVISION Inc.—Power & Light Bldg., Kansas City. Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. Souther, vice-president; Arthur B. Church, KMBC, treasurer; D. G. Warrick, secretary. (Radio and television technical school.)

NATIONAL BROADCASTING Co.—RCA Bldg., New York City. Telephone: Circle 7-8300. Officials Assigned to Television: Alfred H. Morton, vice-president in charge of television; Noran E. Kersta, assistant to vice-president; R. E. Shelby, chief television engineer; Warren Wade, executive program producer; E. A. Hungerford Jr., program business manager. (Commercial television broadcasting and experimentation.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer, F. J. Bingley. (Experimentation and operation of WPTZ.)

PURDUE UNIVERSITY — West Lafayette, Ind. Telephone: 2917. Head, School of Electrical Engineering: Dr. C. Francis Harding.

RCA MFG. Co. Inc.—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Television Officials: J. E. Heney, television receiver sales; T. A. Smith, television transmitter sales.

UNITED STATES TELEVISION MFG. CORP.—106 Seventh Ave., New York City. Telephone: Chelsea 2-3966. Officials: Hamilton Hoge, president; John Nickerson III, vice-president; Frederick Kugel, treasurer. (Television receiver and electronic radio apparatus manufacture.)

UNIVERSITY OF IOWA — Iowa City, Ia.

WALD RADIO & TELEVISION LABORATORIES Inc.—1501 Broadway, New York City. Telephone: Lackawanna 4-0655. Officials: George Wald, president; Ralph Vatner, vice-president and general counsel; Robert Robins, secretary-treasurer. (Patent holding, research, experimentation.)

ZENITH RADIO Corp.—6001 Dickens Ave., Chicago, Ill. Telephone: Berkshire 7500. Officials: E. F. McDonald, president; Hugh Robertson, executive vice-president; S. T. Thompson, vice-president; G. E. Gustafson, assistant vice-president; John Howland, secretary.

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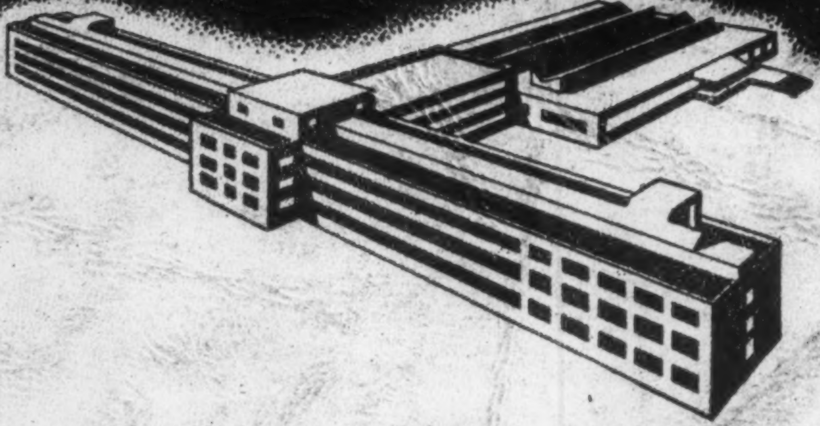

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